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and Essential Oil Review

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The Buyers' Market, and After

FOR many months, the toilet preparations industry, in common with other branches of American business, has been enjoying what is commonly known as a buyers' market. The trend toward such a condition was noted immediately after the war, and while it was not fully established as an actuality until several years later, the far-sighted business man of the post-war deflation period understood the situation well in advance. Yet few houses, either in the finished product or the raw material ends of the business, made suitable provisions for meeting the new situation. Most of them drifted along more or less complainingly with the tide of affairs, with the result that the buyers' market brought many a wrench to the trade and caused not a few heavy losses.

The first and probably the most interesting feature of the advent of the buyers' market was the tendency on the part of the purchaser of raw materials and supplies to cut down the size of his purchases. He recognized the fact that prices were falling, that productive capacity and actual production were in advance of the ability of the market to absorb goods, and that deflation of his raw material inventories would probably be accompanied by distinct savings. He believed, and this belief has now apparently become ingrained in the industry, that frequent small purchases should be adopted as a general buying method rather than the former long-term contract, or heavy seasonal buying. Temporarily at least, his judgment in the matter has been justified by events. It remains to be seen whether the present method of doing business will prove to be satisfactory in the long run and whether some slight change in the economic situation may not return the market to its former state.

The seller of raw materials and supplies has been subjected to no little annoyance and discomfort by what seems to him to be a radical change in business methods. It is almost useless to talk to him of the advantages of market steadiness with an even volume of business when he has been accustomed to large sales and at times, rapid and heavy speculative profits. Steadiness, he will admit, is an advantage, but not the sort of steadiness which forces him to sell a few pounds where he had been accustomed to selling in hundreds.

To some extent, he is still at a loss in making his own purchases. It has been impossible for him wholly to realize the conditions, and where they were recognized, it has been difficult to adjust his purchasing method to the change. His inventories have been increased and he has felt and still feels that he is being made to "carry the bag" for the buyer without at the same time securing any of the advantages of the bag carrier.

In prices, he has found the former percentages above his costs are insufficient. Even his former small-quantity prices, which seemed adequate in a market in which small sales were balanced by frequent large transactions, he now finds to be too low to afford a profit on account of the increased overhead. He has, at the same time, been largely unable to adjust his prices to the new way of trading, because his competitors have been just as slow to realize that the situation needed adjustment. The result has been that he has found business at the end of the year of surprisingly good volume, but at the same time has realized a surprisingly poor profit.

The buyers have had the advantage of small capital outlays and small inventories of raw materials. Market fluctuations during the recent period have been largely toward lower levels. Hence, they have also secured the advantages of apparent low prices. Whether these prices have been actually as low as they seemed to be is doubtful for purchases in small lots have not always been made to the best advantage despite the fact that competition among the sellers has been keen. The buyer has also been freed to some extent of the dangers of market fluctuation. His competitors have purchased in small quantities too and even in the few commodities which have sharply advanced, there has been no apparent advantage to anyone.

As yet, the buyer has felt but few of the disadvantages of the buyers' market. They are, in general, still to come. Market prices, may not always continue to decline. There is bound to be a turn some time. Production of certain articles will be curtailed when buyers, in their efforts to secure the lowest possible prices, force sellers to unlucrative price levels. Unprofitable operations on the part of the sellers may be expected to continue only until their full effect is re-

alized when steps will be taken to put an end to the situation.

The statement is frequently made that "hand-to-mouth buying has come to stay." This is only measurably true. It will last until there is an end to the buyers' market. It cannot be made to continue when it is no longer advantageous to the purchaser. Scarcity of goods, consumption ahead of production, and advancing markets will again mean the end of small quantity purchasing, as they have in the past.

Those who see well in advance of the event and analyze the coming business trend before it is upon them, have already realized and visualized what is likely to take place. The end of the buyers' market is not yet; but it will end and factors are already at work which will bring about the change.

Thus far, competition has been king, but when business becomes unproductive of reasonable profits, a change is certain. It may take one or all of many forms. Small quantity prices may be established upon a new level, more profitable to the seller and less attractive to the buyer. Small sellers may be forced into combination by merger or otherwise and more powerful units better able to cope with the buyers may be formed. Indeed, this has already started. A general change in the method of distribution more advantageous to the seller may be adopted. If so, it will be a system less lucrative to the purchaser. Speculative activities, with their constant check upon undue rises or declines in prices have already been made unprofitable. Without them, market operations become more instead of less unstable. Curtailment of production, either deliberate, or forced through circumstances, and the elimination of the marginal or high unit cost producer, may become more and more a factor in the situation.

Buyers will not always be able to dictate prices, terms and conditions. The change may not be imminent but those engaged in industry would do well to take cognizance of the factors which will sooner or later alter the situation existing in the raw material and supply markets. The sellers have been squeezed almost to the limit, with the idea that such squeezing is good business on the part of the buyers. If the process is carried too far, there is likely to be little quarter given when the buyers' market comes to an end.

A Shift in Export Emphasis?

THE United States in its export trade has long been considered as primarily a shipper of raw materials. Raw foodstuffs and especially raw cotton have bulked large in the export totals, the latter holding first place by a wide margin over a period of many years. An analysis of export trade for the first quarter of the present year, however, emphasizes, perhaps too strongly, but none the less clearly, a trend of considerable importance away from the former balance between raw and manufactured products. Cotton exports declined quite sharply from those of last year and of several previous years while exports of automobiles, engines and parts exceeded those of former years.

The decline in cotton exports, which may be explained in many ways, and by many authorities, is considered as being merely a temporary phenomenon

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to be followed by a renewal of interest in cotton fabrics and a considerable gain in exports arising therefrom. The advance in automobile exports, however, is taken in most quarters as a more permanent development and may well signalize a distinct gain in the totals of exports of manufactured products.

The gap between the export value of raw cotton and that of automobiles is still a wide one amounting to nearly \$100,000,000 in the first quarter of the year. It will be a long time before this gap is closed, if, indeed, it ever is. But there is food for thought in the idea that manufactured products are gaining on raw materials in the percentage total of exports.

Roses and Editorial Writers

IN all the stories of newspaper life which we have ever read there comes a time when the hard-boiled, efficient and sometimes profane editor relaxes a bit and becomes for the moment sentimental and romantic. We always like to reach this spot in the story and to linger fondly over it for it seems plausible and yet so remote from the verities as to approach the borders of the fairy tales which thrilled us years ago. Sometimes we have wondered what the editor would write if by any chance he had to write while in this delightful romantic state.

Our good friend and neighbor the New York *Herald Tribune* in a recent issue brought an end to our wondering with a lovely little piece entitled, "Where the Roses Bloom." This editorial told of the beauties of the Bulgarian Valley of Roses and wondered rapturously whether the Bulgarian maiden enjoyed being likened to a blossom.

Aside from placing the Bulgarian rose harvest in mid-August and extending the hours of gathering the roses from 7 A.M. to 7 P.M. each day, the article was not so bad. And after all, what matter a few little facts of that sort when an editor's heart is softened and he turns to the romantic?

Status of Tariff on Foreign Perfumes

Washington Discusses Proposed Valuation Basis Change

Outlook Good for Capper-Kelly Resale Measure

Federal Trade Commission Activities

WASHINGTON, October 15.—The New York appraisers have not as yet made any change in the basis of valuation for the assessment of duty on finished perfumes imported from France according to the Bureau of Customs. Such action was contemplated by New York officials, because of the inability of appraisers to obtain a satisfactory foreign market or export valuation. Reports then were to the effect that they were considering assessment of the duty on the basis of the "American selling price."

The use of this term has caused some confusion in the discussion which has ensued. It is not "American selling price" as defined in subdivision (F) of section 402 of the Tariff Act of 1922 that is meant but "United States value" as defined in subdivision (D) of section 402. The Tariff Act provides that if neither the foreign value nor the export value can be ascertained to the satisfaction of appraising officers, then the United States value shall be taken as the value of the imported merchandise.

Definition in Tariff Act

The United States value under the Tariff Act "shall be the price at which such or similar imported merchandise is freely offered for sale, packed ready for delivery, in the principal market of the United States to all purchasers, at the time of exportation of the imported merchandise, in the usual wholesale quantities and in the ordinary course of trade, with allowance made for duty, cost of transportation and insurance, and other necessary expenses from the place of shipment to the place of delivery, a commission not exceeding 6 per centum, if any has been paid or contracted to be paid on goods secured otherwise than by purchase, or profits not to exceed 8 per centum and a reasonable allowance for general expenses, not to exceed 8 per centum on purchased goods."

As defined in the Tariff Act, American selling price is the selling price of similar competitive products of domestic manufacture. Any attempt to appraise French perfumes on this basis would necessitate resort to flexible tariff procedure under section 315, as the Act provides that American selling price shall be taken as the value of imported merchandise only when an investigation of the differences in cost of production as provided in subdivision (A) of section 315 of title III, has shown that an increase of 50 per cent in the rate of duty on the foreign or export value will not equalize such differences, and the President has issued an appropriate proclamation.

Lacking definite advices to the contrary it would appear that assessment of the duty on French perfumes on the basis of their United States value is the action which was under consideration, particularly since the United States Customs Court at New York is reported to have held in a decision May 4, 1928, in the case of a French cigarette paper that, inasmuch as the United States Government had no opportunity to examine into and verify allegations re-

garding the foreign market value of the merchandise, the United States value would be assessed under section 402.

Serious Complications Are Suggested

It is pertinent to raise the question whether appraisers can ascertain the United States value. If not, then under the law, cost of production would become the basis of value of imported perfumes and this presents another complication. Under date of October 25, 1927, this government agreed with the French government to cease any investigations to determine French costs of production of French commodities. It is understood that this agreement was entered into at the request of the French government.

At the time this agreement was entered into, France evidently thought it would be greatly to her advantage, but subsequent application of the French government submitted to the State Department for an increase in the duties on various French goods, including perfumes, puts another face on the matter. No action has been taken by the Tariff Commission on the French application, but should it do so there is little doubt now that French interests would show any further disinclination to disclose their costs. Such an investigation by the Tariff Commission, under section 315, it is anticipated, would undoubtedly disclose a wide disparity between French and American costs, with an increase in duty rather than a decrease as the probable outcome. It is not beyond possibility, in such an event, that American selling price as defined in the Tariff Act would be proclaimed as the basis for the assessment of duty.

Price Protection Outlook Favorable

Prospects for the enactment of price protection legislation at the December session of Congress are becoming very favorable. While the fate of any ordinary measure in a short session is extremely doubtful, the Capper-Kelly bill now occupies a very strong position. It is the unfinished business of the House Committee on Interstate and Foreign Commerce, backed by a favorable report from Representative Merritt's subcommittee. Senator Capper has announced that he will seek concurrent action in the Senate Committee on Interstate Commerce.

In the meantime the Federal Trade Commission is drafting the report of its investigation of the resale price maintenance practice, with the announced intention of presenting it to Congress when it convenes in the December session. The Commission describes as "excessive" the response which its questionnaires has met from manufacturers, wholesalers, retailers and professional men throughout the country. Returns are still coming in and the Commission states that the cooperation which it has received in its inquiry has been very helpful.

W. L. Crounse, Washington representative of the American Manufacturers of Toilet Articles, states that a movement is underway among all trade associations interested in the legislation to secure its enactment. A drive is on

among members of these organizations throughout the country to obtain pledges from Congressmen that they will support the bill.

More Vivaudou Hearings in November

Hearings in the Federal Trade Commission's case against V. Vivaudou, Inc., of New York City, will resume November 8 in New York City. The Commission closed its case at the hearing September 20 and 21 in Chicago and respondent will commence introduction of its evidence at the New York hearing.

The case involves alleged violation of the Clayton Anti-trust Act by V. Vivaudou, Inc., in the acquisition of all the capital stock of the Alfred H. Smith Company, Inc., of New York City, and in the purchase by Parfumerie Melba, Inc., of New York City, a Vivaudou subsidiary, of the business of the Melba Manufacturing Co., of Chicago.

E. L. Smith, the Commission's attorney, sought to show at the previous hearings held in New York, Philadelphia, Baltimore, Washington and Chicago, by the testimony of department store buyers of toiletries and other witnesses that the effect of the acquisitions by V. Vivaudou, Inc., was to suppress competition between and among the three firms in the sale of their respective lines.

Toilet Manufacturer Signs Stipulation

A corporation manufacturing toilet preparations for sale and distribution in interstate commerce has signed a stipulation agreement (No. 283) with the Federal Trade Commission to discontinue attempts to maintain resale prices. The name of the corporation was not made public.

Cottonseed Oil Trade Rules Adopted

Through the medium of a trade practice conference under the auspices of the Federal Trade Commission, the cottonseed oil trade has established a code of rules to govern its operations in the future. A significant feature of the co-operative action taken by the trade is the provision made that the clandestine violation of any of the resolutions adopted, including those accepted by the Commission merely as expressions of the industry as well as those approved by the Commission, shall be deemed an unfair method of competition. This rule represents a new departure in trade practice procedure but was endorsed by the Commission, with two dissenting votes. Commissioners Humphrey and Ferguson expressed the opinion that it was beyond the power of the Commission.

Of the 13 resolutions adopted by the trade, five were affirmatively approved by the Commission and eight were accepted as expressions of the trade. The rules affirmatively approved have to do with discrimination in prices paid for cottonseed and prices charged for cottonseed products as well as accurate branding of these products.

It was declared to be unfair competition to discriminate in the prices paid to different sellers of cottonseed or the prices charged for the products thereof, when the effect of such discrimination may be to substantially lessen competition or tend to create a monopoly. It was resolved that each mill publish prices paid for cottonseed and prices received for the products thereof, and that the reporting of false or fictitious prices, or the failure to report the exact price paid for cottonseed, or price received for the products thereof, is unfair competition.

Unfair competition in the form of commercial bribery was condemned.

The rules accepted as expressions of the trade concerned contracts for the purchase of cottonseed for a specified tonnage at a specified price, predated contracts, and other policies regarding the buying and selling of cottonseed. It was recommended also that in order to conform to the principles of these rules, a uniform practice contract and account sales form should be used in all transactions.

Rule No. 7, accepted as an expression of the trade, provides that "any contract post-dated or pre-dated, or entered into without authorization and definite commitment at the time it is made by both parties thereto, is an unfair method of competition." It was directed by the commission that the following notation be attached to Rule No. 7:

"This rule is construed by the commission to condemn pre-dating of contracts for purchase of seed or sale of products except to conform to a bona fide agreement for purchase or sale on the pre-date. To that extent and with that interpretation the rule is accepted by the commission as an expression of the industry."

Approximately ninety-five per cent of the cottonseed oil industry was represented at the trade practice conference when these rules were adopted by the industry.

Waxed Paper Trade Rules Now in Effect

Fourteen rules of business conduct adopted by the waxed paper industry at a trade practice conference held under auspices of the Federal Trade Commission last June in Washington have been in part affirmatively approved by the commission and in part accepted as expressions of the trade.

Letters announcing the commission's action on the rules are now being sent to the trade. Nine of the fourteen rules were affirmatively approved. They have to do with the following practices: inducing breach of contract, imitation of trade-marks or trade names, enticement of employees, defamation of competitor or disparagement of his goods, threats of suit for patent or trademark infringement, use of inferior materials, discrimination in price by means of split shipments, repudiation of contracts, and deviation from standards.

Rules accepted by the commission only as expressions of the trade concern the following practices: ambiguous or incomplete contracts, discrimination in price by means of etchings or plates, discrimination in price by means of ink coverage, selling goods below cost, and delivery points.

The rules are in effect as of October 15.

Surveying Retail Credit Conditions

The Department of Commerce is going ahead with its survey of the retail credit structure of the country to determine whether installment selling on the scale which it has reached is safe and to determine the cost of various forms of credit. The survey is being made at the request of the National Retail Credit Association and members of that association have consented to serve as chairmen of state organizations to cooperate with the Department in securing the desired information. The association felt that there is a serious lack of reliable information regarding the basic soundness of retail credit and that a governmental agency should make a check-up in order that the results may be readily available to everyone on an impartial basis, with absolute assurance that the separate returns of firms and individuals will be held strictly confidential in every instance.

Dr. Doran at Beauty and Drug Conventions

*Finds the Withdrawal Curtailment Works Satisfactorily
Alcohol Institute Head Replies to Attacks
Industrial Diversion Is Very Small*

WASHINGTON, October 15.—Dr. James M. Doran, Commissioner of Prohibition, returned to Washington from recent trade conventions with assurance that there is less disturbance and uneasiness among the trade in the administration of the permissive system than at any time in the past.

"There is a feeling," he said, "that legitimate manufacturers are going to be able to do business under workable, fairly administered regulations."

Dr. Doran is very much gratified at the result of surveys made of the alcohol withdrawal situation and the kind of liquors constituting the bootleg traffic. Less than 2 per cent of the samples taken up in Chicago, he said, had their origin in industrial alcohol.

"That means that the permissive system is working in good order," said Dr. Doran. "It is being protected very well. Leaks in the permissive system do not constitute an important factor in the enforcement system at all."

Dr. Doran attended both the convention of the National Beauty and Barbers Supply Dealers' Association at Chicago on October 2 and the meeting of the National Wholesale Druggists' Association at Atlanta on October 4.

With respect to liquor smuggling, Dr. Doran said that the Bureau of Prohibition is continuing to receive from other nations all the specific information relative to illicit international movements that could be asked for. Such cooperation, he said, has been very valuable although the indisposition of the French government to cooperate in like manner is making it difficult to control the St. Pierre-Miquellon Islands traffic.

Manufacturers Cooperating with the Government

The recent death wave due to the use of poisonous liquor in New York City has aroused the officials of the Prohibition Bureau to make an investigation. In this connection much interest has been shown in a statement on the subject made by Dr. Lewis H. Marks, head of the Industrial Alcohol Institute, which represents 97 per cent of the industrial alcohol manufacturers of this country. Dr. Marks declared that the present prohibition situation and not the diversion of industrial alcohol from the channels of industry to the hands of bootleggers is responsible for the deaths from "poison rum," in answer to "popular agitation and misinformation" attributing "these unfortunate deaths" to diversion of poisonous alcohol.

"Alcohol in the mind of the public is unfortunately associated only with intoxicating liquor," he said. "The average person does not seem to realize that our present industrial machine would be non-existent without industrial alcohol and its proper uses. Those uses do not imply in any shape or form the use of industrial alcohol as a beverage. The industrial alcohol industry hasn't, never has had and never will have any connection to the prohibition situation."

Dr. Marks flatly denied as "political propaganda" the charge that 10 per cent of industrial alcohol is diverted to

bootleggers. Not a fraction of 1 per cent is so diverted, he declared, adding that "the industrial alcohol industry values its prestige too highly to be knowingly a party to such a childish undertaking, and plants manufacturing industrial alcohol are so carefully guarded that lawless persons cannot possibly get access to the material."

Bootleggers have no need of attempting to obtain possession of industrial alcohol, because chemists in their employ know how to extract alcohol directly from such sugar products as molasses. He said he believed that recent deaths from alcoholism could probably be traced to the drinking of gin extracted from cheap wood alcohol which can be purchased anywhere under a poison label. It is up to the police power of the State, therefore, to catch those who sell "poison under the name of gin," he said.

"The industrial alcohol industry has consistently cooperated with the Federal Government to make certain that no diversion of the raw material takes place," he continued. "We are not interested in the prohibition question in any way. The use of industrial alcohol predates prohibition. We are doing all we can to dissociate the idea that it can be used as a beverage from the public mind, and have even made the suggestion that its name be changed to denatured ethanol."

Wide Range of Utility of Denatured Alcohol

"Denatured alcohol is used today in American industry in the manufacture of everything from a toothbrush to an automobile, so any suggestion restricting its use would be a hard blow to industry. There can be no development of the chemical industry without alcohol any more than there could a steel industry without pig-iron or an electric industry without copper."

"If the further development of the industrial alcohol industry were hampered in any way it would be equivalent to stopping the future development of American industry as a whole. This fact is well recognized by the Federal authorities. Due to agitation from various sources the Federal authorities in 1927 decided to restrict the amount of industrial alcohol that could be manufactured during the year to 85,000,000 gallons, after a thorough canvass of the needs of legitimate industry. The stock of alcohol on hand today is 17 per cent less than it was last year at this time."

Alcohol Policing Schedule Cancelled

The railroads have filed a tariff canceling proposed schedules which would have imposed a policing charge of \$10 on shipments of alcoholic liquors in southern territory. The schedules never became effective, as the Interstate Commerce Commission, upon receipt of protests from the trade, suspended their operation, pending investigation. As a result of cancellation of the schedules by the carriers, the Commission, under date of October 1, vacated the order of suspension and ordered the proceeding in Investigation and Suspension Docket No. 3116 to be discontinued.

Cold Cream Soaps

An Interesting Product in the Toiletries Line Treated

by W. A. Poucher, London

Author of "Perfumes, Cosmetics and Soaps"

COLD cream soap was placed on the market a good many years ago and today a large percentage of soap manufacturers include a similar product in their series. In the majority of cases it is a duplicate of the original in its proximity to perfume, color and superfatting, but there is necessarily a difference in pack, wording and style of presentation. Fundamentally there is no radical difference between a cold cream soap and any other good toilet soap that is superfatted, but naturally the lather feature is all important if the effect on the skin is to have a similar function to that of cold cream itself. No chemist would suggest, however, that the real efficacy of the soap and cream can be compared excepting perhaps superficially. It is true the soap leaves traces of fat on the skin surface after washing but this could not function so well as a cream applied direct; in fact very few people would dream of using the soap instead of a night cream, particularly if their skins happened to be very dry.

In the production of cold cream soaps it is therefore necessary to superfat the base to as great an extent as is practicable. The choice of raw material for the purpose lies between lanolin of good quality (almost odorless) and soft white paraffin. As the majority of readers are aware the average cold cream is made by melting good white beeswax in liquid paraffin to which may be added about one per cent of lanolin, together with sometimes spermaceti or hard paraffin, according to whether a soft or stiff finished product is desired. This mixture is treated with a hot solution of borax which partially saponifies the beeswax and the emulsion when cold produces a cream of attractive glossy and white finish. On application to the skin the evaporation of the contained water has a cooling or "cold" effect on the epidermis; which sensation may be enhanced by the inclusion of traces of menthol. In the production of the soap, therefore, there appears to be no rational objection to either lanolin or soft white paraffin, although in actual practice the former is generally preferred, because it is similar to natural human fat and more readily absorbed by the epidermis. A good lanolin is not, of course, prone to rancidity and from one to two per cent may be used.

In choosing a suitable base for cold cream soaps, the manufacturer must pay some attention to the fats he uses because an abundant creamy lather is imperative. First quality white tallow, coconut oil and bleached palm kernel oil are generally preferred and these must be saponified to neutrality, or as is generally the case to traces of free fat but never free alkali. Such a base should yield the following results to analysis:

Fatty acids	75-80%
Combined alkali or Na ₂ O.....	9-10%
Free fat	Traces
Free alkali	None

Moisture	8-15%
Unsaponifiable matter not more than	0.5%
Sodium carbonate	0.2%
Sodium chloride	Traces
Rosin	1-3%

The fatty acids should have a titer from 38° to 40°, saponification value 200 to 220 and iodine value 40 to 50.

It may be considered that the figures given for unsaponifiable matter and sodium salts are rather high ones. There is no doubt this margin is a little on the broad side and of course will not be approached in the very best bases in which a total of about 0.2 per cent will probably not be exceeded. It is these substances and particularly sodium chloride,

which are generally responsible for the troubles experienced by the soapmaker. Finished soaps which have a tendency to crack can often be traced to excess of sodium chloride although this is not always necessarily the cause. It sometimes happens in hot weather that the milling chips get dry and the moisture content falls too low for efficient milling and plodding. In a case of this sort there are two ways of rectifying the trouble. In the first two or three bars of wet soap are milled in with each hundredweight; in the second, the necessary amount of water is sprayed on the chips overnight. In the latter case great experience is necessary on the part of the operator who will judge by the "feel" of the chips what quantity is desirable.

The color of a really good soap base is generally white and bright, and in consequence the use of a lot of zinc oxide is unnecessary. About half per cent is ample to yield an attractive finished soap. Too much milling is to be avoided.

The perfume of cold cream is generally of the rose-geranium type. In the cheap qualities Bourbon geranium oil is often solely responsible for the odor while in the better qualities this oil is blended with numerous non-coloring substances to produce a charming roseaceous bouquet.

Among the raw materials much favored there are: Geraniol, citronellol, phenyl ethyl alcohol and its propionic ester and bergamot, Bourbon ylang ylang and patchouli together with coumarin and occasionally ketone musk to give substance and persistence to the perfume. The odor of cold cream soap is almost invariably of similar type and Algerian or Bourbon geranium oil give the desired note when suitably backed up with oils and synthetics blended with discretion. For instance bergamot and clove will impart sweetness; thyme, freshness; cassia and patchouli, body and persistence; bois de rose and cananga, softness; coumarin, xylene musk and styrax, tenacity. There are of course numerous other raw materials which can be used to give a different shade of odor to the finished soap and for those who desire a cheaper perfume there are always terpineol, phellandrene and cedarwood. Substances having a tendency to discolor or darken the soap should be avoided or used in small quantity.



Has Advertising "Cumulative Power"?

*Some Misconceptions as to the Manner in Which
Advertising Helps Build Up a Business
by Leroy Fairman*

I HAVE received a letter from a man who is not entirely satisfied with the results secured from his advertising. As the conditions he describes doubtless parallel those existing in many other instances. I will quote it in practically its entirety:

"Ours is not a large business, and we have nothing like national distribution. At the same time, we have a very nice and growing business in this and a number of surrounding states, and about three years ago we began to advertise, feeling that advertising would not only help us in the territory we then covered, but help us spread out and take on more territory.

"We know that our advertising has benefited us, and believe that it has paid for itself. Our business has grown satisfactorily—faster, we presume, than it possibly could without advertising. The trade has been glad to see us advertising and has given us much better co-operation. The druggists tell us that they know that the advertising has sent many new customers to their stores for our goods.

"As I said, we have been advertising about three years. The first year we spent \$15,000; the second year a little over \$25,000, and this year we will spend about \$38,000. All of this we have put into good newspapers in the cities and towns where our goods are well distributed and enjoy a considerable trade.

"Perhaps we should be satisfied, but there is one thing that we do not understand. We have read and heard a good deal about the cumulative value of advertising. It was our understanding that the longer you advertised, the bigger the results would be, comparatively speaking. If this is true, a dollar spent in advertising now ought to sell more goods for us than a dollar did when we first began. The idea we had was that it took a long time for advertising to really do its work, and as the work progressed the results would increase.

"From such a check on the returns on our advertising as we are able to make, we can't see that this is true. We don't believe that we are getting any more results per dollar now, after advertising persistently in the same papers for three years, than we got from the first dollar we spent. . . . We would like to know what you think about this."

Let us determine, as nearly as we can, what happens when a new advertiser appears in the columns of the *Happy Valley Herald* circulation 10,000.

The advertisement will be seen, if it has good luck, by a potentially interested woman in 1,000 homes. But that, you may say, is only 10% of the circulation, and the publisher of the *Herald* solemnly asserts that his paper is read through and through, from first page to last, in every one of the 10,000 homes into which it enters.

That rosy estimate needs considerable discounting, even in the case of the most indispensable of home newspapers.

but even if it is measurably true, it should be remembered that only one or two persons in the average family is interested in the advertised goods, and they may be just the persons who seldom read the paper through and through. In a large percentage of homes mother and sister Sue are very likely busy with other matters on the evening the new advertisement appears, and it is of no interest whatever to father and junior, who do see and read the paper.

But this is not the greatest source of loss in circulation the advertising suffers. Only a few who "see" his advertisement really notice it. It would make him groan in dismay if he could observe the great number of women who ought to read his advertisement, but who calmly ignore it when it's right before their eyes. They read the latest murder story, running right down an adjoining column; they skip over to another column where an exciting headline beguiles them, and then they turn the page. They may be said to have seen the advertisement, but they didn't even notice what it was all about. Thousands of them!

So I say the advertiser is lucky if his advertisement is really seen, if it stops the eye long enough to get even an inkling of its message across, by 1,000 potentially interested women in 10,000.

Of this thousand, a certain number don't use that type of product; a certain number have used a competing brand for years, are thoroughly satisfied with it, and won't consider changing, and a certain number have just bought. And a certain number (there won't be many left by this time) will be attracted by some one thing they see or read in the advertisement, and will register in the back of their minds a resolution to buy the advertised goods and try them.

Most of these will forget all about it during the night!

Some will stick. Here and there a woman won't quite get the idea out of her head; within the next day or so maybe five or ten will go into the drug stores and buy, and during the week a few more purchasers will trickle in. Some will see the goods in the store and remember the advertisement they liked; one or two of these will buy.

That is what happens; it is all that happens, and all that can be expected to happen.

The next week along comes Mr. Advertiser with another piece of copy. What happens then?

The same thing that happened the week before.

And so on, week after week, year after year.

But, man alive, protests the advertiser, how about the cumulative value of my advertising? How about the women who see my advertising regularly, and who are little by little won over? How about the slow but sure education of the public that I've heard so much about?

As a matter of cold fact, mighty few people see your



advertising regularly, unless you buy space in such big units that the advertisements can't be overlooked. If you ran a series of moderate sized advertisements twice a week in the *Happy Valley Herald* for three months, no reader of that paper would see them all; only a small proportion of the readers would see half of them, and the great majority would see only two or three. Each time your advertisement appeared, some possible customers would both see and read it, and some business would result.

The fact that this condition is realized by so few advertisers is one of the reasons why advertising is so little understood; one of the reasons why results are so disappointing to new advertisers.

The new advertiser—and many of the old ones—unconsciously form a mental picture of all, or nearly all, the readers of a magazine or newspaper coming to a page whereon their copy appears; being stopped by it; pausing to read it through, and mentally storing up the facts and arguments it embraces.

On the contrary, only a few really read any advertisement carefully and understandingly, and only a very few remember anything about it for more than an hour. If it is so strong and striking that it imprints itself on their memory, they remember the advertisement, but forget whose it was or what it advertised.

Appeals to a Virgin Field

Thus each advertisement really appeals largely to a virgin field, people who may dimly remember something about previous advertisements of the same product, but who are really sold by the one advertisement before them. For this reason every advertisement stands on its own feet, and produces results in proportion to its own selling power, without regard to what has gone before. This, by the way, is the reason why every advertisement should be framed to do its own full job of selling, just as if it were the first and only advertisement to appear. It is a mistake—a fatal mistake—to assume that people know what you have said in your copy in the past. You often hear an advertiser say, We've told 'em all that before—we've got to tell 'em something new and different. The fact is that hardly anybody except the advertiser and his agency has the vaguest idea what he has said before, or cares.

What is usually termed the cumulative power of advertising grows smaller each year, for the reason that each year sees more advertising in the newspapers, magazines and all other mediums. Cumulative effect is dissipated by the pulling and hauling of competition. During the month or week elapsing between the time the consumer sees one of your advertisements and the appearance of another, half a dozen competitors come barging into the picture and demanding the consumer's interest, confidence and patronage. And the poor consumer gets all mixed up and confused in her mind; she forgets whether you make a cold cream or a shoe polish.

Is there, then, no such thing as cumulative power in advertising—no such thing as educating the public to a belief in you and your goods?

There is; but it doesn't work out in quite the way most people expect it to.

Here are some of the ways in which advertising builds a permanent structure of good will and public confidence.

If you own a Cadillac car, you read every Cadillac advertisement you see. Why? Because it talks about *your* car;

you feel a personal share in what it says; it justifies your wisdom in choosing a Cadillac. But if the Cadillac should stop advertising for a year, you would say, I see they've stopped advertising; I guess they must be slipping. And if you happened to meet a friend or two who damned the Cadillac, the chances are you'd be looking for an opportunity to trade in yours for a Packard.

It's the same way with all of us. The users of your goods are the most faithful readers of your advertisements. In this way you keep them sold; you prevent your competitors from stealing them away, you increase their confidence in your goods and their pride in the fact that they use them.

How the Good Will Grows

Every time your advertisement in the *Happy Valley Herald* brings you five new customers, you have formed five more nuclei around which the custom of daughters, sisters, neighbors and friends accumulates. If you keep it up, in the course of time nearly everybody in Happy Valley will know about your goods—chiefly through hearsay and recommendation, perhaps—and the publisher of the *Herald* will tell you that it is a fine example of the cumulative power of advertising in his remarkable paper, that everybody reads.

As to public education through advertising, there is such a process, but it is not brought about by the careful reading of advertising. If you advertise regularly, even the most hasty and careless skippers through the newspaper pages will slowly but surely get your name into their heads; some of the illustrations you use will please them, and they will link that favorable impression up with your name. Slowly they will get the idea that your name stands for soap, or face powder, or what not. Some of your most effective headlines will stick dimly in the back of their heads. Little by little a great number of people will be firmly convinced that you make an excellent product; that it is used by smart and stylish people; that it is thoroughly dependable in quality, and a good and safe buy for the money.

Cumulative Effect Spreads

If you asked them *how* they knew these things, they could not tell you. But rest assured that their knowledge of and faith in your goods is not due to the regular reading of your advertising; it is not a case of constant dropping wearing away the stone of indifference or resistance; you have not won them over by what is commonly called the cumulative power of your advertising. The effect has been in a sense cumulative in that it has been brought about a little at a time.

To return to our friend's question, the results of any advertisement depend almost entirely upon that advertisement itself. The very first advertisement for a product that ever appeared may sell more merchandise than the fifth, or tenth, or twentieth. Each advertisement appeals practically to a new audience; people who never really read one of the former advertisements, or forgot all about it, if they did read it.

Continuous advertising is one of the factors in creating that great body of public knowledge, prestige and good will which is eventually translated into big volume sales and profits, and which eventually builds a business of great magnitude on sound foundations; but that its only cumulative value.

Apparatus for Volatile Oil Determination*

*Description of New Type Presented by
J. F. Clevenger¹ before the American
Pharmaceutical Association*

THE principle of steam distillation is the basis of the methods commonly used in obtaining the volatile oil from plant products. This is carried out either by passing steam through a suitable vessel containing the plant material and condensing the steam or by boiling the material with water in a suitable vessel, distilling and collecting the distillate. The volatile oil is carried over with the steam and condenses with it. Being only slightly soluble in water, it subsequently separates from the aqueous portion of the distillate in layers. Boiling methods have been applied by Durvel (4), Thorner (5), and Bidwell and Sterling (6), in the determination of moisture in various materials.

A method for the determination of "volatile ether-soluble extractive" in drug products is described in the United States Pharmacopoeia (1), the National Formulary (2), and the Methods of Analysis of the Association of Official Agricultural Chemists (3). The "volatile ether-soluble extractive" is commonly considered the equivalent of the volatile oil. In this method the drug is extracted with anhydrous ether, the solution is evaporated, and the residue is dried at room temperature and weighed. The residue is then heated to 110° C. until the weight becomes constant and weighed. The difference in weight represents the "volatile ether-soluble extractive." The method is more or less empirical and is subject to several criticisms. (a) The loss in weight does not always represent the volatile oil that usually is the desirable or active constituent, but it may include volatile materials resulting from the decomposition of unknown substances; (b) the prolonged heating of the residue at 110° C., which is necessary to remove the volatile matter completely from the ether-soluble extractive, increases the possibility of decomposition with subsequent erroneous results²; (c) the volatile constituents of the product in question are not available for subsequent examination, which is desirable in many instances.

An apparatus for the determination of volatile oil has been devised which provides for a direct reading of the quantity of volatile oil obtained and makes it available for subsequent

examination, such as for the determination of specific gravity, optical rotation, index of refraction, and possibly minimum boiling point. It permits in most cases a direct quantitative determination of the volatile oil of most plant products without preliminary extraction with ether or other solvents.

Apparatus

The apparatus (Figs. 1 and 2) consists essentially of three parts: (a) A round-bottomed flask, in which are placed the material containing the volatile oil and a given quantity of water; (b) a separator, in which the oil is automatically separated from the distillate in a graduated tube, thereby permitting a direct reading of the quantity of the oil; and (c) a convenient condenser. The size of the flask may vary from 100 cc. to approximately 2 liters, depending upon the nature of the material and the percentage of volatile oil present. The quantity of the material taken should be such as to obtain, if possible, from 1 to 3 cc. of volatile oil. The flask should not be heated by a direct flame on account of the danger of charring the material containing the volatile oil, thereby giving erroneous results. An oil-bath heated electrically or by a suitable gas flame has been found satisfactory for this purpose.

(a) *For Plant Products Containing Little or No Starch or Mucilage.*—If the material consists of roots or thick products, place a suitable quantity of the coarsely comminuted material in a flask of suitable size and add water until the flask is half full. Leaf-like material may be placed directly in the flask without first being comminuted or ground. Set up the apparatus as indicated in Fig. 1. Boil the contents for approximately two hours, or until all of the volatile oil has been driven off. The steam carrying the volatile oil condenses and falls into the graduated tube of the separator. The water is separated from the oil by gravity and automatically flows back into the distillation flask. It has

been found that a small amount of paraffin added to the flask prevents excessive foaming which occurs especially in case of powdered products. (Care must be taken that the distillation be conducted at a rate sufficiently slow to prevent the escape of vapors around the condenser, thus insuring against loss of volatile oil.)

(b) *For Crude Material Containing Considerable Starch or Mucilage.*—Exhaust a weighed amount of material

APPARATUS FOR THE DETERMINATION OF VOLATILE OIL.

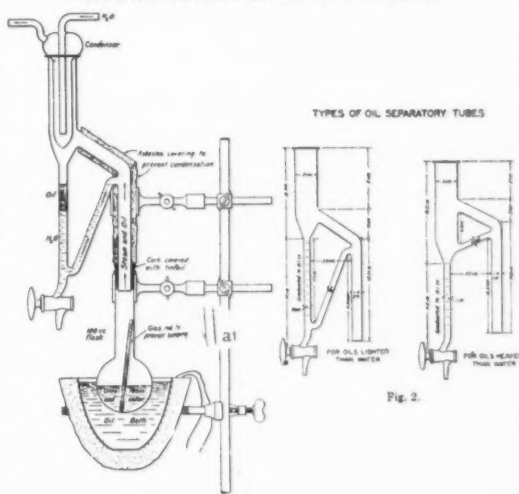


Fig. 1.

TYPES OF OIL SEPARATOR TUBES

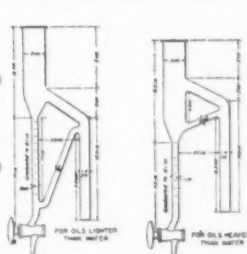


Fig. 2.

*Scientific Section, A.P.A., St. Louis meeting, 1927. *Jour. A.P.A.*, Vol. xvii, No. 4.

¹Pharmacognosy Unit, Drug Control Laboratory Food, Drug and Insecticide Administration, Washington, D. C.

²The boiling temperatures of most of the fractions of the volatile oils are much above 110° C.

with a suitable solvent (alcohol or ether) in an automatic extractor. Transfer the extract to a suitable flask and evaporate the solvent, using a current of air, on a slowly simmering steam-bath until the odor of the solvent is no longer detected. Proceed as outlined in (a).

(c) *For Fluidextracts Containing Volatile Oil.*—Transfer a given quantity of extract to a suitable flask and evaporate as outlined in (b) and, after evaporation, proceed as outlined in (a).

A number of volatile oils having a specific gravity slightly greater than that of water, for example, clove oil, will slowly settle in water. Such oils cannot be determined directly by the use of the separator for oils lighter than water (Fig. 2). Attempts have been made to render the same apparatus serviceable for oils heavier than water by adding a given quantity of a volatile solvent lighter than water and immiscible with it directly to the separatory tube before beginning the determination and making appropriate corrections for the added solvent. The volatile solvent which has been added to the separator before beginning the experiment must be removed from the volatile oil before the constants can be determined directly on the oil. The results obtained from experiments by this procedure were not considered satisfactory by the writer.

In order to overcome the difficulty encountered and to obtain a volatile oil unmodified by other solvents, an apparatus has been devised for oils heavier than water (Fig. 2). The graduated tube of the separator extends below the return flow tube, thus facilitating the separation and permitting a direct reading of the quantity of the volatile oil. Some difficulty is frequently experienced in obtaining a complete and satisfactory separation of the volatile oil, owing primarily to the surface tension of the two liquids. This may be overcome for the most part by occasionally agitating the liquids in the separator with a suitable wire. Any error due to the necessary use of this wire is believed to be negligible and within the limits of experimental error.

Determination of Constants

The volatile oil obtained may be finally transferred to a test-tube (10 x 75 mm.) and allowed to stand until perfectly clear (over night is usually sufficient) or it may be dried at once with a suitable dehydrating agent, such as anhydrous sodium sulphate, and filtered. The index of refraction may be determined by the usual method. In spite of the small amounts of volatile oil usually obtained (0.75 to 1.5 cc.), the determination of the optical rotation may be made in a 50-mm. micropolarizing tube and the specific gravity may be determined in a Sprengel specific gravity bottle of approximately 1-cc. capacity. The minimum boiling point may be determined by the method described by Smith and Menzies (7). In this method the volatile oil is introduced

into a small glass bulb, approximately 5 mm. in diameter, from which a bent capillary tube, approximately 6 cm. long, extends. The volatile oil is introduced into the bulb by immersing the end of the capillary tube in the oil in question and applying a small flame to the bulb for a short time. This causes the air in the bulb to expand and escape from the end of the capillary tube. Upon cooling the bulb, the volatile oil enters. The bulb thus approximately half filled with oil is attached to a thermometer and immersed in a molten paraffin-bath. The paraffin-bath is gently heated until bubbles of the volatile oil freely flow from the end of the capillary tube. The heat is then removed and the bath is allowed to cool until the level of the paraffin in the capillary tube becomes level with the volatile oil in the bulb. This temperature is noted and regarded as the minimum boiling point for the volatile oil.

Comparison of the U. S. P. Method With That Proposed

In order to compare the United States Pharmacopoeia method for the determination of the volatile ether-soluble extractive (usually considered the equivalent of the volatile oil) with the proposed method for the determination of volatile oils, experiments were carried out with several different materials. The results obtained are given in Table I.

TABLE I—VOLATILE ETHER-SOLUBLE EXTRACTIVE BY U. S. P. METHOD AND THE VOLATILE OIL BY NEW METHOD

Substance	Volatile Ether Ext. by U. S. P. Method, Per Cent by Wt.	Volatile Oil by New Method, Per Cent by Wt.
	18.1	16.3
¹ Clove (buds)	3.1	2.8
¹ Oregano, Monterey (leaves).....	25.5	23.9
¹ Ginger (oleoresin)	1.2	1.1
² Ginger, Jamaica (rhizomes).....	1.4	1.4
² Ginger, Jamaica (rhizomes).....	2.9	2.2
² Ginger, African (rhizomes).....	3.0	2.4
² Ginger, Cochiti (fluidextract).....	1.7	1.5
² Ginger, African (fluidextract).....	3.0	2.4

¹Volatile oil determined by method (a).

²Volatile oil determined by method (b).

³Volatile oil determined by method (c).

The yields of volatile matter obtained by the official method were in general somewhat higher than those obtained by the new method. It is believed that the results by the new method more nearly represent the correct percentage of the volatile oil available in the product. There is a possibility that these results may be a little low on account of the slight solubility of the oil in water.

Comparison of Physical Constants

As the boiling method is not the method usually employed for obtaining volatile oils, the physical constants of these oils may differ from the physical constants of similar oils recognized as standard in the U. S. Pharmacopoeia. Experiments were conducted with several materials in order to compare the physical constants given in the U. S. Pharmacopoeia.

(Continued on page 503)

TABLE II—PHYSICAL CONSTANTS OF VOLATILE OILS GIVEN IN THE U. S. P. AND PHYSICAL CONSTANTS OF SIMILAR OILS OBTAINED BY THE NEW METHOD

Material	Physical Constants (U. S. P.)			Physical Constants (Determined)		
	Specific Gravity	Optical Rotation	Refractive Index	Spec. Grav. 25° C.	Opt. Rot.*	Ref. Ind.*
Nutmeg (seed)	0.859-0.924	+12°-+30°	1.4780-1.4895	0.874	+30°	1.480
Caraway (fruits)	0.900-0.910	+70°-+80°	1.4840-1.4880	0.904	+73°	1.485
Eucalyptus (leaves)	0.905-0.925	+10°	1.4600-1.4690	0.912	+6°	1.464
Fennel (fruits)	0.953-0.973	+12°-+24°	1.5280-1.5380	0.963	+18°	1.529
Clove (buds)	1.038-1.060	Does not exceed -1°-10°	1.5300-1.5350	1.053	-0.6°	1.533
Orange (peel)	0.842-0.846	+94°-+99°	1.4723-1.4737	0.844	+95°	1.471**

*Room temperature, approximately 24° C.

**Within U. S. P. variation recognized as occurring in distilled oil.



New Uses for Beauty Spray

(Special Correspondence)

LONDON, Oct. 10.—An interesting article recently appeared on the use of scent sprays. In part it runs: Not nearly enough use is made of that simple toilet accessory, the scent spray, popular though it undoubtedly is. It can be bought in all shapes and sizes from six pence upwards and adapted to many uses besides that of merely scattering perfume.

Filled with ice water or an astringent lotion the spray can be used on pale cheeks with excellent effect. The resultant glow is natural and lasts for many hours, while the whole complexion is braced and toned up by the process.

Gentle spraying of the face and behind the ears with luke warm water to which has been added a dash of toilet vinegar has the most reviving effect after a tiring, dusty journey, as it removes fine particles of grime that lurk in unsuspected corners.

Travellers often find a dry shampoo a great convenience, but troublesome for self-administration. Use a spray for the powder, sprinkling it in well among the roots of the hair. Leave it on all night, if possible, and brush out in the morning. A clean scalp as well as light fluffy hair will result.

Powdered alum is excellent for use in the spray as a dry shampoo. Setting lotions are usually applied with a spray, but hair tonics and any perfume with which it is desired to scent the hair are more efficacious if so applied.

The spraying acts as a tonic on the scalp. If cold water is used thus and followed by a light massage with the finger tips premature grayness is often warded off.

After a summer bath in the sea the body should be sprayed with fresh water, and an ordinary wine bottle can be fitted with a spray and filled with rain water for use in the tent or on the beach when other supplies of fresh water are unobtainable.

If a large spray containing equal parts of lavender water, pure alcohol, and rose water, with a few grains of borax dissolved, is used freely on feet, hands, and arms before dancing or tennis the problem of sticky hands and tired feet is solved.

Talcum powder, too, is applied more economically through a spray than by other methods, and those who dislike scent applied directly to the skin will find it a good plan to spray their rooms liberally instead with the delicate fragrance.

Panama's Perfume Imports

Imports of perfumed lotions and perfumery in general from all countries into the Republic of Panama were valued at \$122,494 during 1927, as compared with \$158,951 and \$144,131 for 1926 and 1925, respectively. Shipments of American products to Panama have fallen off since 1921, but the years 1926 and 1927 showed an improvement.

Paris Trade Notes

François Goby, of Tombarel Frères, Grasse, was a recent visitor in Paris where he spent some time calling on the trade. He also made a recent business trip to England where the products of his firm are enjoying an increasing distribution.

* * * * *

Mr. and Mrs. Jean Goby of Tombarel Frères, Grasse, are receiving congratulations on the birth of a son who has been named for his grandfather, Xavier Goby.

* * * * *

The factories of Marius Milou, Montelimar, France, which were destroyed by fire in April last, are now well on the way to reconstruction. Numerous improvements in the arrangement and construction of the plant have been made in rebuilding it.

* * * * *

Les Parfums Ybry, Neuilly-sur-Seine, at a recent special meeting of the stockholders decided to continue operations. The company had been considering going out of business.

* * * * *

Les Parfums Godet, Neuilly-sur-Seine, will increase its capital stock from 2,000,000 francs to 3,000,000 francs by issuing 2,000 new shares at a par value of 500 francs each.

* * * * *

Société pour l'industrie des Parfums et des Produits Chimiques (formerly M. P. Otto) of Paris, has increased its capital stock from 2,500,000 francs to 3,500,000 francs by issuing 1000 new preferred shares at 100 francs per share.

* * * * *

Pieran, S. A., Asnieres, has increased its capital from 700,000 francs to 900,000 francs, the additional shares having been subscribed by M. Houle, a new partner in the company.

* * * * *

Colorants Klotz is the name of a new company organized by Andrée Klotz, Marguerite Hirsch and Nathaniel Klotz which will manufacture chemical products and especially colors for foods, cosmetics, and drugs. Offices have been established in Paris. The capital stock of the new company is 102,000 francs.

* * * * *

Laboratoires Roubert has been organized at Vincennes near Paris for the manufacture and sale of raw materials for perfumery. Antonin Roubert, and Paul Reynier are the organizers.

* * * * *

Two new companies to manufacture finished perfumes, cosmetics and similar products were recently organized. Parfums Jancy with offices at Paris by Thomas Shalit and Marc Riwlín; and Les Parfums Theulier at Montrouge.

near Paris by Jean Goetzman, Moise Nathan, Maurice Metzger and Marcel Brosse.

* * * *

The Exposition of Commercial Organization was held the first two weeks in October at Magic City, Paris. Several perfume manufacturers and manufacturers of machinery were exhibitors at this fair.

* * * *

The Central Syndicate of Essential Oils and Aromatic Raw Materials held a meeting recently in Paris to consider the matter of an astonishing increase in the duty of bois de rose imported from Brazil. Protests were made on the part of L. Givaudan & Co. and numerous other houses against the assessment of duty on this article as essential oil of roses and not as "other oils." A conference was held with the tariff authorities and at this conference the matter was straightened out; and the oil will again be assessed as a miscellaneous essential oil and not as oil of roses. Numerous routine matters connected with taxation on oils and perfumes were also considered at the meeting.

German Trade Notes

Adolf Hendrix, head of the firm of L. Hendrix of Dusseldorf, died recently. The business was left by his will to his widow. It is reported that it will be disposed of to Otto Sander of Rotterdam and conducted in the future as a branch of his firm. The agencies of Otto and David Sander and of Wilhelm Gerhard will be terminated by this new arrangement.

* * * *

A duplicator in the experimental laboratory of the soap factory of Adolf Hoffmann in Ratibor exploded recently. A. Blaschke, a chemist for the company, was killed and others were injured. Damage to the plant was slight.

* * * *

Parfums Lenthéric, G.m.b.H., manufacturers of perfumes and toilet preparations, has been organized with headquarters at Berlin. It will operate as a branch of Lenthéric, Paris, now under control of American capital. The new company is capitalized at 20,000 reichsmarks. Maurice Main is its accredited agent.

* * * *

Merkur-Seifenindustrie of Berlin, manufacturers of special soaps, has been dissolved.

* * * *

The firm of Herbert Dyck of Koenigsberg has opened a third store in that city for the sale of its line of perfumes and toilet soaps. The firm is one of the leading distributors in that territory.

* * * *

Dr. Fritz Frank, eminent chemist of Berlin whose work in several lines has had a profound effect upon industrial procedure, celebrated his 60th birthday on September 27.

* * * *

The soap laboratories of J. Schaal in Hamburg have been moved to larger and more convenient quarters at 182 Kielstrasse. Both offices and laboratories are now located at that address.

* * * *

Ernest Noggerath, Hannover, celebrated the 50th anniversary of his connection with the soap and oil industries on October 1. Mr. Noggerath is 72 years of age, but he continues his interest in the industry which he has served so long and numbers among his friends many of the leading figures in both the oil and the soap trades in Germany.

Spain's Shipments of Essential Oils

Considerable shipments of juniper and pennyroyal oils were made during the second quarter of 1928 from Spain, one of the principal world sources of these commodities, to the United States, with smaller quantities of origanum, thyme, and orange essential oils going forward to the same market. Malaga is one of the principal ports through which Spanish essential oils are shipped to the United States. There were exported through this port approximately 8,000 pounds less of essential oils during the first quarter of 1928 as against the first quarter of 1927.

New Factory for "La Corona"

A recent development of considerable interest in the Mexican perfume trade has been the erection of the beautiful new building shown in the accompanying photograph by Parfumeria La Corona, owned and operated by G. Diaz de Castro and Brother. The new building, located



NEW FACTORY OF PERFUMERIA LA CORONA

at 84 Puente de Alvarado, Mexico City, is of very modern construction, and is equipped with the latest types of machinery for manufacturing the products of the company.

Four new distributing branches have also been opened by this house in Mexico City and its products are enjoying a widespread distribution.

Perfumes in University Class-Rooms

(Special Correspondence)

LONDON, OCT. 10.—An authentic statement is just to hand from Paris that French male students are about to declare war on their bobbed-haired sisters, who, they declare, invade the university class-rooms and bring with them odors of perfumes and lipsticks which disturb professors and students alike.

An international conference of male students from various European universities is being organized to discuss the best means of relegating women to separate class-rooms.

"They annoy us in our work," declare some of the most advanced students at the Sorbonne. "In the law schools, their bobbed hair, rouged lips and cheeks, and even blackened eyebrows and lashes strike a note entirely out of harmony with the traditional solemnity of the French judicial system."

One of the chief objections to the over-powering effect of the odors of perfume and rouge is badly ventilated class-rooms. Even the professors are affected, the students declare.



Official Report of Flavoring Extract Manufacturers' Association

The Executive Committee of Flavoring Extract Manufacturers Association of the United States met at the Astor Hotel, New York City, on September 21, all of the members being in attendance as follows:

President, George H. Burnett; first vice-president, E. L. Brendlinger; second vice-president, J. A. Handy; third vice-president, W. F. Meyer; secretary, L. K. Talmadge; treasurer, Frank L. Beggs; executive secretary, Thomas L. Hickey; executive members, D. T. Gunning, Dr. Frank M. Boyles, Fred S. Rogers and George M. Armor.

Extensive plans were discussed and adopted for the institution of a drive to obtain new members, the object being to enable the association to render increased service to the flavoring extract industry.

Another important matter taken up at the meeting was the report of the Educational Advertising Committee. It was found that this committee has done a great deal of work and has its plans practically completed to carry on the program outlined at the last annual convention. The Executive Committee gave its formal approval to the plan as formulated and submitted by the Educational Advertising Committee.

A Convention Committee consisting of E. L. Brendlinger, The Dill Co., Norristown, Pa.; D. T. Gunning, Arbuckle Bros., Chicago; and Fred S. Rogers, McMonagle & Rogers, Middletown, N. Y., was appointed and its members will commence at once to arrange for the next annual meeting of the association. The time and place of the next convention was not decided upon.

In addition to the above special matters, reports of committees were received and routine business transacted.

New Bromine Substitution Products of Vanillin and Some of Their Derivatives

L. C. Raiford and W. C. Stroesser (*Jour. of Am. Chem. Soc.*, Vol. L, No. 9) report on the result of their work in completing the list of possible bromine substitution products of vanillin. They conclude that nitration of acetylvanillin gives mainly the 2-nitro derivative and a small proportion of another nitro compound not hitherto recorded which probably has the nitro group in position 6; that the list of possible bromine substitution products has been completed; that in reactions which involved the aldehyde radical, the presence of one ortho substituent caused no noticeable hindrance; when both these positions were substituted the yields were lower but the effect less pronounced than was expected; in no case was there obtained more than one of the oximes demanded by theory and this one could not be transmuted by HCl. They report that further work is in progress.

Official Report of Soda Water Flavors Manufacturers' Association

Subsequent to our September review of the activities of the Association of the National Manufacturers of Soda Water Flavors, W. H. Gast, president, and Thomas J. Hickey, secretary and attorney, as well as the other officers and members of the committees, have steadily pursued the policy of the association in advancing the best interests of the membership and of the soda water flavors industry in general.

Elsewhere in this department will be found information of value to the manufacturers.

Objections to Having Two Federal Agencies Enforce the Food and Drug Law

WASHINGTON, October 15.—Bowey's, Inc., of Chicago, represented by Thomas J. Hickey, its attorney, takes issue with the Federal Trade Commission regarding the latter's jurisdiction over the adulteration and misbranding of food products. The Commission issued a complaint against Bowey's, Inc., alleging that the labels used on its "flips" mislead purchasers into the belief that they are composed in whole or part of the fruit or fruit juices represented and that the advertising matter supplied to dispensers and distributors furnish them with means of deceiving and defrauding the consuming public. This is denied by the respondent, which asserts that it makes and sells a full line of true fruit products.

The Commission's complaint was brought under Section 5 of the Federal Trade Commission Act to prevent unfair methods of competition, whereas the respondent represents in its answer that the Food and Drugs Act defines and prohibits the adulteration or misbranding of foods or drugs, that the enforcement of the act is placed with the Department of Agriculture, and that the latter with the aid of chemists and food experts, has been for more than 20 years, enforcing that act in a most efficient way.

"It was not the intention of Congress to give to two independent branches of the government concurrent control over the adulteration or misbranding of food products, and therefore," the answer continues "respondent will contend that the matters set forth in the complaint herein, if true, come under the jurisdiction of the Department of Agriculture rather than under the jurisdiction of the Federal Trade Commission."

Ever since the denial by the Federal Trade Commission last May of the petition of the National Manufacturers of Soda Water Flavors for the right to use the names of fruits upon beverages flavored with artificial flavors, the Commission has been enforcing its policy of prohibiting

the use of names of fruit through stipulations with manufacturers or bottlers whereby the latter agree not to use the name of a fruit as a corporate or trade name, or as a trade brand or designation of a product not composed of the fruit or juice of the fruit, or of a product composed in part of the juice or fruit, unless it shall derive its color and flavor from the fruit.

Bowey's Inc., expresses the belief in its answer that the complaint in this case was filed because it declined to sign a stipulation, and the corporation asserts that the filing of a complaint was not necessary to compel it to conform to the views of the Commission. The answer states that "about March, 1928, when the agents of the Commission first objected to some of the respondent's labels, advertising and displays, respondent immediately in the utmost good faith, undertook to get all its labels, advertising and displays, in strict conformity with the views of the Commission."

"Respondent believes that since March, 1928, no label, advertising matter or display has been issued, distributed or used by respondent which is not in strict accordance with the views of the Federal Trade Commission. Nevertheless," the answer states, "the Commission through its agents insisted that the respondent sign a formal stipulation confessing that respondent had violated the law. Such stipulation in respondent's opinion being so worked as not to conform to the facts in the case, respondent could not see its way clear to sign the same, especially in view of the fact that the stipulation provided that in certain contingencies it might be used as evidence against respondent."

Artificial Color in Certain Fruit Syrups in Wisconsin

President Burnett and Secretary Hickey, of the Flavoring Extract Manufacturers' Association, have issued the following regarding the Wisconsin label controversy:

Our association recently carried on some correspondence with the Food Commissioner of Wisconsin relative to the use of artificial color in fruit syrups. The Commissioner does not permit the use of artificial color in fruit used in the manufacture of fruit ice cream, but does permit artificial color in fruit flavored syrups when the genuine flavor of the fruit is present to the exclusion of all other flavors. He explains his reason for this distinction in the following letter recently received from him by Mr. Hickey:

"I have your letter of August 27 in which you point out an apparent inconsistency in my position relating to coloring fruits and fruit flavored syrups.

"As I see it, color may be used:

- "1. To make articles more pleasing to the eye.
- "2. To make products simulate other products or articles.

"3. To make products appear better than they really are.

"In the case of strawberries and some other fruits I believe the color to be an indication of the stage of ripeness with which are intimately associated the characteristic flavor, aroma and taste of the naturally ripened sun-colored fruits.

"The argument that the position I take is inconsistent may not be without some merit, but, I believe, that fruit flavored syrups belong in the first group, and when the genuine flavor of the fruit is present to the exclusion of all other flavors, color is not apt to deceive as in the case of fruits."

PURE FOOD AND DRUG NOTES

In this department will be found matters of interest contained in FEDERAL AND STATE official reports, etc., relating to perfumes, toilet preparations, flavoring extracts, soaps, etc. It is advisable also to look at our WASHINGTON CORRESPONDENCE, SOAP SECTION, and other departments for further information.

Report on British Food and Drugs Acts

(Special Correspondence)

LONDON, Oct. 10.—In the annual report of the British Ministry of Health on the Sale of Food and Drugs Act, which has just been issued, it is stated that the number of samples reported on during 1927 by public analysis was 124,264. The number reported against as adulterated and not up to the standard was 6,787 or 5.5 per cent. The percentage in 1926 was 5.8 and 6.5 per cent in 1925.

Among the samples analysed were the following:

An article described as "pure raspberry cordial" was found to be devoid of raspberry extract and its acidity to be due to phosphoric acid. A colored and flavored solution of sugar in water was sold as "black currant wine," although it was devoid of black currant extract. Some vinegar sold as "malt vinegar" was found to be not brewed but artificial vinegar. Of the 2,165 samples of spirits examined 256, or 11.8 per cent, were below standard.

Juice Grape Sales Not Regulated

Donald Conn, managing director of the California Vineyardists' Association of Fresno, has received the following telegram from Judge Marion De Vries, the association's counsel at Washington:

"I am assured by Mrs. Willebrandt and Dr. Doran and you are authorized publicly to announce that interference by Federal attorneys, prohibition officials or agents with sales of juice grapes is not authorized; that such acts by Federal authorities are not and will not be approved and are forbidden, and that report to Mrs. Willebrandt and Dr. Doran of any such specific instances will be promptly taken care of."

Bottlers of Carbonated Beverages Set Convention Date

Detroit has been selected as the place for the next convention and exhibition of the American Bottlers of Carbonated Beverages. The affair will be held in the Detroit Convention Hall, both the exhibits and the business sessions being housed under one roof. The convention will open November 12 and continue through November 16. Reservations for space have already exceeded 20,000 square feet of a total of 37,875 square feet available, according to recent announcement. More than 85 houses have already reserved space for the show.

Information in Other Departments

Readers of the FLAVORING EXTRACT SECTION are advised that items of interest to them may be found in our Trade Notes pages, as well as in other departments.

Nil Desperandum

The difference between success and defeat is generally the difference between the man who stays defeated and the one who refuses to stay that way.—Shears.

Perfume and Soap in Courts and Customs

Denial Filed by Mulhens & Kropff, Inc.

WASHINGTON, October 15.—Mulhens & Kropff, Inc., of New York City, in reply to a complaint of the Federal Trade Commission, denies that its use of the trademark "4711" on its eau de cologne is calculated to mislead and deceive the purchasing public into believing that the product is that now made and sold in the United States by Ferd. Muelhens, Inc. The use of designation on other products such as perfumes, soaps, dusting powders and bath salts, is admitted but the firm denies that the labels or the dress of these products is in imitation of the House of Mulhens. While Ferd. Muelhens, Inc., puts up eau de cologne in the United States, Mulhens & Kropff deny that the product is known to dealers and the consuming public as "4711."

The answer filed by Mulhens & Kropff recites the history of the controversy between it and the House of the Muehlens and avers that after it filed suit against Ferd. Muehlens, Inc., in February, 1927, it refrained from making further public statements or from publicly advertising that its eau de cologne was made in accordance with the original recipe, but instead sent a circular letter to the trade stating that it would make no further public statement until the issue was passed upon by the courts.

"But in spite of this," the answer states, "the said Ferd. Muehlens, Inc., continued, and still is continuing its same advertising and is also stating publicly though falsely, in its advertisements that the circular letter sent out by the respondent as aforesaid was an admission by the respondent that its eau de cologne was not and never had been made according to said original recipe."

Supreme Court Hears Drug Law Argument

The United States Supreme Court on October 8 heard arguments in the case of Louis K. Liggett Co., vs. Thomas J. Baldrige, attorney general of the Commonwealth of Pennsylvania, et al., in the matter of the constitutionality of the Pennsylvania chain drug store law. The statute was passed on May 13, 1927, and makes it a crime for any but a licensed pharmacist to own a pharmacy or to own a share of stock in a corporation owning a pharmacy. The Liggett company contended that the law was destructive of its property rights in that it deprives it of the right to do business in any other locations than those which it operated at the time the law was passed and that such destruction, being accomplished without benefit to the public constituted deprivation of property without due process of law.

The company further contended that the law was not necessary to public health, not a police regulation and not a health regulation. It further argued that ownership of property is not a profession.

The Commonwealth contended that the act was a justifiable exercise of its police power and that it does not deprive the company of any property rights without due process of law, nor deny it equal protection under the law. It further argued that statutory changes must have a beginning and that fixing a date for the operation of the law and a classification of persons upon whom it should operate is not a violation of the Fourteenth Amendment of the Federal Constitution.

Appraisal of Technical Cassia Oil

The appraisal of technical cassia oil when mixed or adulterated with various substances as a compound and thus dutiable at 50 per cent and 40c per pound by the U. S. Customs authorities, has attracted widespread attention not only in this country and China, the country of origin of the oil, but also in England. British authorities and essential oil importers have been having similar difficulties with technical cassia oil for some time and have been engaged in an effort to clear up the unsatisfactory situation surrounding its shipment from China and import to the United Kingdom, but without great success.

Cassia oil, as an article mentioned in the U. S. Pharmacopoeia may be admitted to this country, if of U. S. P. quality, for unrestricted sale, but if of technical quality, it may be admitted only under affidavit that it will be used for "technical" purposes. Under these rules, technical cassia of uncertain and often very inferior quality has come into the United States free of duty. Customs officials, however, in examining the imports, have frequently found oil which appeared to be adulterated with alcohol, kerosene, resins and other products. Accordingly, it was decided to assess these oils as oils "mixed or compounded," which in fact they appear to be. The high rate of duty prevailing on oils in that classification virtually bars out the technical cassia unless it shows no evidence of having been tampered with.

The contention of the Chinese shippers has been that tests for alcohol in the product are unsatisfactory and undeterminative while the resins are products of the crude methods of distillation used by the Chinese in producing the oil. The kerosene is not explained nor condoned by the shippers, but it is asserted that very few shipments ever contain it.

Officials here indicate that their alcohol tests while not absolute, are accurate enough to determine adulteration, especially when it is excessive. They have found the resins at times to consist of products which could not possibly have originated through products of original distillation of cassia. And they have repeatedly found kerosene and other adulterants in shipments. They hope that the present basis of appraisal will result in an improvement in the quality of the technical cassia oil shipped into this market.

It may be said that there is no intention on the part of the appraisers to assess the duty against straight technical cassia oil which does not contain added substances. In other words, technical cassia oil "not mixed and not compounded" will continue to be appraised as such and therefore allowed entry free of duty.

Time Extended in French Perfume Valuation Case

The United States Court of Customs Appeals has granted an extension of time to the Alfred H. Smith Company to file brief in a reappraisal case involving the valuation of certain French perfumery. The importers' brief is due November 1, and it is probable that the case will come on for argument within a month or six weeks after that date. The government contends in this case that there is no evidence to support the importers' contention that the invoice value was equal to the export value and that the foreign market value was no higher.

Files Answers in Colgate Suit

Procter & Gamble Co., has filed an answer in the United States District Court in Cincinnati to the suit brought by Colgate & Co., for infringement of patents in the manufacture of flake soap. The answer consisted of a general denial of the complaint.

At the same time, attorneys for the company filed counter charges against Colgate & Co., alleging that that house was using the so-called "Dawes Process" for making powdered soap, a process that is patented and owned by Procter & Gamble Co. The company alleges that George F. Dawes was the original patentee for the flaked soap manufacturing process, having been granted patent rights in 1926. The Procter & Gamble Co., according to the answer, is entitled to the exclusive use of the process, having gained full and complete possession of the patent from Dawes.

Procter & Gamble Co., also demand a full and complete accounting and investigation of the affairs of the competing company during the period of its alleged use of the Dawes process.

Salesmen Plan for Industry's Aid

A definite program to increase the membership, to enlarge the activities, and to raise the status of the salesmen in the chemical industry, was launched at the meeting of the Salesmen's Association of the American Chemical Industry at the Builders' Exchange on the evening of October 17.

Retiring president Robert Quinn was presented with a humidor as a token of appreciation for his services, after which the following new officers were elected: President, Ralph E. Dorland; vice-presidents, Victor Williams, W. O. Thompson, Robert I. Whitney; secretary and treasurer, A. L. Benkert; executive committee, Charles F. Kelly, Edward A. Orem, and Miller F. Fargo.

The matter of an employment exchange was discussed at length by Mr. Dorland, C. F. Kelly, Howard Neiman, Edward Burke and Albert Hopper. The meeting was serious in every sense of the word and much interest was manifested in the statement of Mr. Dorland that he believed the chemical business will ultimately be handled on an adjustment basis wherein business will not suffer severe competition from itself. Whether this comes about through the medium of the cartel system or through some other development he was not prepared to predict.

Caron Recovers Stolen Perfume

William Waterfall, thirty-one, of Woodcliff, N. J., was in the lineup at Police Headquarters on October 11, charged with the theft of \$45,000 worth of rare perfume from the Caron Corporation, New York, August 22, when he was employed there as shipping clerk.

Waterfall was discharged a month ago and a short time later it was found that two cases of perfume filled with two ounce bottles valued at \$27 a bottle had vanished. Waterfall was arrested by Detective Mulligan of the East 35th Street station and taken to the perfume company offices, where he freely admitted the theft. He had merely shipped the cases to a friend in West New York, N. J., who had disposed of the perfume, he said. He received only \$500 as his share. Detectives, acting on his information, recovered \$20,000 worth of the perfume.

N. W. D. A. Meets at Atlanta

The National Wholesale Druggists' Association held its 54th annual meeting in Atlanta, Ga., October 1 to 4. The convention considered numerous matters of routine business, most important of which was the matter of securing additional funds for carrying on its own work and that of the Druggists' Research Bureau which is conducted as a division of the N. W. D. A. The association voted to increase its dues for the purpose of raising these additional funds.

C. Mahlon Kline, president of Smith, Kline & French Co., Philadelphia, was elected president of the association to succeed Sewall Cutler of the Eastern Drug Co., Boston. Other officers elected were Lee M. Hutchins, Grand Rapids, Mich., first vice-president; J. B. Riley, Macon, Ga., second vice-president; William J. Mooney, Jr., Indianapolis, Ind.,

third vice-president; J. T. Coulston, Dallas, Tex., fourth vice-president; and Sherwood Coffin, San Francisco, Calif., fifth vice-president. Board of control, three-year term: Thomas O. Duff, Chattanooga; Frank H. Garrett, Council Bluffs, Ia.; and William B. Hord, Columbus, Ohio.

The convention next year will be held at French Lick Springs, Ind., the date to be decided later.



C. MAHLON KLINE

One of the features of the meeting was an address by Dr. J. M. Doran, Prohibition Commissioner. He spoke of the numerous problems of the wholesale druggist in relation to alcohol supplies and expressed his appreciation of the cooperation given him by the association, especially through W. L. Crounse, its Washington representative.

A varied program of entertainment was provided by the committee under the chairmanship of Harrison Jones of the Coca-Cola Co. It included a reception in honor of the president, followed by dancing and buffet supper, several interesting trips to various points in the vicinity of Atlanta, a dinner dance at the Piedmont Driving Club, an old-fashioned Southern Barbecue at Druid Hills Club, followed by a trip to Stone Mountain to view the Confederate Memorial. The annual golf tournament was held at the Druid Hills Club and was featured by a special exhibition match by a foursome of star players consisting of Bobby Jones, Watts Gunn, his brother Will Gunn, and Charlie Black Jr., the last named being the Atlanta city champion. Playing privileges for guests at the convention were also provided at several other golf clubs in Atlanta.

Would Deduct Massage Costs from Income Tax

Facial massages are absolutely necessary to the success of a film actress, and money paid for them is, therefore, a legitimate business expense and deductible from income tax returns. That is the contention of Alice Brady, screen star, daughter of the late William Brady, who has asked the Board of Tax Appeals for a ruling to that effect. She says she spent \$1,524 for "facials" during 1923, 1924 and 1925. The Treasury refused to permit the deduction.

Activities of Associations and Societies

A. M. T. A. Research Committee Plans Work

Definite subjects for research by the Research Committee of the American Manufacturers of Toilet Articles have been decided upon and work on these problems will be undertaken in the near future. The committee held a meeting recently in New York under the Chairmanship of G. A. Pfeiffer, president of Richard Hudnut, at which plans for its activities were fully discussed, and the following conclusions arrived at. The tabulation of suggested problems submitted by members was reviewed and it was decided to have Col. Martson T. Bogert, professor of organic chemistry in Columbia University do work on the following matters:

(1) Find reasons for alteration of ingredients used singly or in combination in the various products manufactured by our industry. It was suggested that this was due to oxidation and alteration of the aldehydes, and that the remedy would seem to be to find a stabilizer to prevent this.

Dr. E. C. Kunz, of Givaudan-Delawanna, Inc., was appointed as contact man to confer and work with Col. Bogert on this problem.

(2) Conduct research work to decide upon the proper methods for determinations and analyses of pure raw materials, particularly natural oils and flower oils, synthetic aromatic chemicals and other raw materials used by our industry.

Dr. E. G. Thomssen, assisted by J. A. Handy, were selected as contact men to confer and work with Professor Bogert on this problem.

(3) Continue work on the chemical factors upon which odor appears to depend. In connection with this, the committee considered the article, "Reflections on the Chemical Senses" by Dr. E. G. Thomssen taking up the following points:

"1. The framework of the molecule particularly with regard to configuration of the carbon skeleton. 2. Unsaturation between the carbon atoms in the molecule. 3. The presence of certain chemical groups termed 'Osmophores'. 4. Homology or the odor resemblance of contiguous members of a homologous series. 5. The variety of odor with the number, location and character of substituents irrespective of whether or not they are osmophores. 6. The quantitative and qualitative variation in physiological effects exhibited by stereoisomers, termed spatial configuration."

It was agreed that these problems were sufficient to keep occupied the research group which Col. Bogert has engaged to devote its time and efforts to the A. M. T. A. research work.

A Committee consisting of Dr. E. C. Kunz, Dr. E. G. Thomssen and A. L. Van Ameringen was appointed to study the question of collecting information pertaining to the aseptic, septic, and medical value of all ingredients—which includes all basic raw materials used for the manufacture of perfumes and cosmetics, and other products used commonly in the manufacture of toilet articles. This Committee will submit a program to include: (a) Scope of information to be collected; (b) Methods for collecting this information; (c) How this information is to be collated, and in what form it is to be distributed to our members. The program

(Continued on Page 478)

Symposium on the Genus *Mentha*

The second annual Symposium on the Genus *Mentha* was held at Portland, Maine, during the annual convention of the American Pharmaceutical Association. There were present, thirteen men interested in the study of mints, no two of which approached the subject from entirely the same angle.

Prof. F. J. Bacon of Western Reserve University gave an illustrated talk on "The Botanical Origin of American Peppermint," and pointed out that the peppermint oils of commerce are derived from several species, varieties or forms of the genus *mentha*. His study of the wild and cultivated mints yielding the oils of commerce show all gradations of form, from the capitate inflorescence to the spicate inflorescence and a combination of the two forms on the same plant.

Dr. Bacon stated that most recent authors are in accord with the present hybrid origin of peppermint because of the varying types of plants yielding peppermint oil and the fact that the plant is sterile. His researches have shown that the hybrid nature of *M. Piperita* L. has been established by a comparison of morphological characteristics and not by experimental hybridization. Dr. Bacon plans to conduct such experimental hybridization and to make a pytochemical study of the oils in an attempt to establish the origin of the American peppermint plant.

Prof. Edward Kremers of the University of Wisconsin reviewed the work of some of his students on the non-volatile constituents of *M. Piperita* and *M. Arvensis*, and mentioned the work of Dr. Gordon on *M. Aquatica*. Dr. Kremers pointed out that whereas the oil of peppermint had been known for several generations, no one has until the present, given any thought to the non-volatile constituents of the plant. Gordon's work on *M. Aquatica* was done under a fellowship from the National Research Council and will soon be published. Dr. Braun, another student of Prof. Kremer's, is now carrying on a parallel line of study on *M. Piperita*.

Dr. C. K. Glycart of the Chicago Station, Food, Drug and Insecticide Administration, reported on a survey made of the peppermint-producing areas of Indiana and Michigan. He called attention to the most recently discovered enemy of the mint plant, the mint flea-beetle. The State Department of Agriculture at Lansing, Michigan, has given this pest serious study and has issued bulletins describing the beetle, its life cycle, and its control.

Dr. Glycart pointed out that adulteration of peppermint oil was not common, but that in the past, certain producers had sophisticated by substituting both lard and coal oil. He further pointed out the Japanese peppermint oil (cornmint oil) must be imported and sold only in strict compliance with the rulings of the Food and Drugs Act.

Prof. B. V. Christensen of the University of Florida has become interested in *M. Arvensis* as a possible minor crop for his state. The College of Pharmacy of the University is carrying on a series of cooperative experiments to determine the effect of climatic conditions on the menthol content of Japanese peppermint. A few comparative results have been obtained, but the experiments have not yet been developed sufficiently to warrant definite statements. The results

to date, however, give promise of some interesting conclusions within a brief time.

Prof. W. O. Richtman of the University of Wisconsin talked very informally of his breeding experiments with mints. These experiments are just getting nicely under way and give promise of most interesting results both of academic and commercial importance. Dr. Richtman will inaugurate and carry on at the same time, a series of experiments dealing with the effect of commercial fertilizers on the yield and quality of peppermint oil, a subject that has not previously received the attention that it warrants.

The next meeting of the symposium will be held at Rapid City, South Dakota, during the week of the seventy-seventh annual meeting of the American Pharmaceutical Association. G. A. Russell of the Vick Chemical Company, Greensboro, N. C., was chosen chairman for the coming year.

A. M. T. A. Convention in New York

At a meeting of the Convention Committee of the American Manufacturers of Toilet Articles, held in New York, October 9, it was decided to hold the annual convention in 1929 in New York, subject to the approval of the Executive Board. Dates selected for the meeting are April 2, 3 and 4 and the business sessions have been planned for the Biltmore Hotel. Further announcement regarding the convention will be made from time to time as plans for the entertainment progress.

Candy Show Held in New York

The annual candy exposition was held at the Grand Central Palace, New York, the first week in October. After a rather slow start, the crowd at the exposition grew larger and the numerous exhibitors expressed the opinion that the show was a complete success.

The displays occupied one floor in the Grand Central Palace. Among them were several of interest to our readers.

Seeley & Co., New York, had an attractive showing of their flavoring extracts under the direction of J. H. Beach.

Procter & Gamble Co., Cincinnati, exhibited products which they make which are adaptable for the confectionery and ice cream trade. Their booth was under the direction of B. B. George, sales manager, who was assisted by F. G. Farrell, K. O. Nyman and Frank Caughlin.

One of the most elaborate displays was that of the American Can Co. This occupied two large booths, one of which was beautifully decorated with an arch and a fountain and an elaborate showing of the candy boxes manufactured by the company. E. Hoffman, Jr., had charge of this display. He was assisted by Louis Trevisan, C. S. Stephens, George Meier, G. D. Snyder, F. Van Deusen, T. Brennan, E. Mansfield, R. De Mott and G. Conner. The booth was designed by Felix Eberhardt, the art director of the company.

Scovill Manufacturing Co. had an excellent display of their metal boxes arranged and designed by C. D. Barrett, the art director. Others in attendance at the booth were Plummer Gretler, A. M. Rogers and S. M. Main.

People and Personalities

Knives and forks are thrown in the same tray, but statues and vases each require an appropriate place. There are people and there are personalities, comments an observer of appearances in *Silent Partner*.

Beauty and Barbers' Supply Dealers Meet

CHICAGO, October 7.—The silver anniversary convention of the National Beauty and Barber Supply Dealers Association at the Stevens Hotel Oct. 1 to Oct. 6 was the best attended and the most interesting of any in the 25 years of the organization's history. More than one thousand active members, associate members and exhibitors were on hand for the business sessions and social activities of the week and the opinion of the trade was that the meeting was a record breaker in every way.

W. L. Scott of Peoria, Ill., was re-elected president and Joseph Bryne secretary. Other officers elected were Otto Haas of Chicago, treasurer, Charles Kahrhoff of Denver, B. J. Baumann of Cincinnati and Ray Ervin of Cleveland vice-presidents. George Chisholm, of St. Louis, continued as chairman of the vigilance committee, which had done such good work during the last year, Bernard DeVry of Chicago, who was chairman of the social committee, responsible for the fine entertainment of the week, was named as National Councillor to the United States Chamber of Commerce and Eugene C. Brokmeyer of Washington, D. C., was renamed as general counsel.



W. L. SCOTT

Among the well known speakers who appeared on the program during the convention week were Clyde Kelly, member of Congress, and author of the Capper-Kelly bill who spoke on price maintenance. Max Berliner of Seattle gave an interesting talk on what the manufacturer should do to give better cooperation to the distributors of his merchandise in the industry.

J. C. Murray spoke on policy and management. Ben Baumann of Cincinnati had a vital message to the members on cut prices and credits. Paul Schooley of Tampa, Fla., caused a lot of discussion with his address on the policy of some manufacturers selling direct to peddlers and canvassers to compete with the dealer who has an expensive sales organization and high overhead in the same territory. Eugene Stevens gave the members a fine talk on patents and told them how to proceed to protect their patents and copyright trade marks.

Bernard DeVry of Chicago gave an interesting talk and said that something was wrong with the business when only a few of the dealers made a fair return on their investments. This was a talk that gave the members something to think about. W. S. Williams of Logansport spoke on the furniture angle of the business, the question of printing, cash, thirty day and installment prices in catalogues.

John Fernsler of Philadelphia led the discussion on the unit package and E. A. Fretz of Dallas on better cooperation among the association members.

Oscar Levee of St. Louis was in charge of the discussion on a rapid turnover with a low discount on merchandise sold by the members or whether it was more desirable to push merchandise that gave a higher margin of profit and did not move so rapidly from the dealers' shelves.

Dr. Doran, Commissioner of Prohibition and Mr. Yellowley and Mr. Kennedy of the Chicago headquarters of the Prohibition Bureau told the members that they appreciated

the assistance the members were giving the department in their efforts to improve conditions in the alcohol industry and complimented the vigilance committee of the association headed by George Chisholm of St. Louis on its work in helping weed out the undesirables in the trade.

Among the special addresses were those delivered by Dr. Stanley L. Krebs of New York City, Harry Collins Spillman and Dr. Edward James Cattell of Philadelphia.

J. M. Kline of Savannah, Ga., led the discussion on the allowance that should be made by the dealers on used equipment and whether the association should publish a book to help the members determine the value of such furniture and equipment.

C. B. Hypes of Topeka, Kan., told the members about the educational activities of the Master Barbers' Association which created much interest.

During the week the social activities of the convention kept the members and their friends busy and each morning sectional breakfast meetings were held by dealers from various parts of the country where the members got better acquainted with one another. They proved a success as did noonday luncheons that were held from 12:30 to 1:30 each day in the temporary dining room adjoining the exhibit space. Then the program of the day was put on and this lasted until 4 P. M. When the meetings adjourned and the exhibitors showed the members what they had to offer them in convention deals and their regular merchandise.

The ladies were taken care of in good shape throughout their stay and the Chicago convention committee headed by Mrs. George C. Weld kept them busy. A noonday luncheon for the ladies with a different hostess in charge each day was a feature. Monday evening a Spanish Night entertainment at the Stevens Hotel for the whole membership was in charge of A. B. Moler and this went over big. Wednesday night was cabaret night at the hotel with G. C. Weld in charge. Thursday evening was show night at the Majestic Theatre, with R. L. Schiesswohl in charge, and Friday evening wound up the entertainment program with the banquet and ball. Bernard DeVry was toastmaster for the evening.

The exhibits during the week were many and covered the entire field of the industry. More than 120 exhibitors had space and most of them reported good business and were pleased with the results they obtained. The following is a list of the exhibitors of special interest to our readers:

Blud Rub Co.; Bonheur Co.; E. Burnham, Inc.; Boncilla Laboratories; Carlyle Laboratories; Colgate-Palmolive-Peet Co.; Commercial Laboratories; Crusellas Rhum Quinquina Co.; E. E. Dickinson Co.; Davies-Young Soap Co.; F. W. Fitch Co.; A. C. Hynd Co.; Herpicide Co.; Inecto Co.; Koken Companies; Kimberly Clark Co.; Lucky Tiger Remedy Co.; Lewis Brothers; Marinello Co.; Noxzema Chemical Co.; Nestle-LeMar Co.; Compagnie Parento; Parker-Herbex Co.; Geo. A. Schmidt Co.; F. H. Tiedemann; L. A. Van Dyk; J. B. Williams Co.; Paul Westphal; Wildroot Co.; A. Winarick; and George H. Weyer Co.

Pharmacy College Plans Its Centennial

Plans for a centennial celebration of the founding of the New York College of Pharmacy during the week beginning May 27, 1929, in connection, in part, with Columbia University's commencement, were announced by Dr. Henry H. Rusby, dean of the college, in his annual report to Dr. Nicholas Murray Butler, president of Columbia.

N. H. C. A. Convention and Advertising Plans

The Ninth Annual Convention of the National Hairdressers' and Cosmetologists' Association will be held in Detroit, September 9, 1929, it has been announced by C. W. Godefroy, president of the Association.

Detroit was selected as the convention city at this year's Boston gathering, and President Godefroy and Louis Ernst, secretary, completed negotiations with the hotel for adequate display rooms as well as for hotel accommodations.

Plans for next year's convention are going forward at once, Mr. Godefroy said. Louis Ernst, secretary of the national association, has again assumed charge of the trades' exhibit. It is planned to make the 1929 convention the most elaborate and most instructive of any yet conducted by the N. H. C. A.

A million dollars a year for the next four years is to be spent by the beauty parlors of America for national advertising in an attempt to increase business and better conditions in the industry, it was announced by C. W. Godefroy, president of the National Hairdressers' and Cosmetologists' Association which is sponsoring the campaign.

Although sponsored by the N. H. C. A., all beauty shops in the country will be given the opportunity to participate, since the campaign is designed to assist the entire beauty industry, according to Mr. Godefroy. The Geyer Company, of Dayton, Ohio, largest advertising agency in Ohio, and one of the best known in the country, has been retained as advertising counsel. The contract for the campaign was signed between The Geyer Company and the N. H. C. A. on October 2, with President Godefroy, Louis Ernst, secretary, and T. Paul Titus, legal counsel, acting for the association.

Decision to conduct the national advertising campaign was reached at the annual convention of the N. H. C. A. at Boston in September.

Board of Trade Shortens Name

The name of the New York Board of Trade and Transportation was changed October 10, by a vote of the members to the New York Board of Trade. The action was taken at the monthly meeting of the board at 41 Park Row.

W. J. L. Banham, president of the board, in explaining the change, said that it did not indicate a slackening of interest in the transportation field, but simply expressed the broadened efforts of the organization, which now include every phase of New York's vast commercial problem.

Former Supreme Court Justice Morgan J. O'Brien, Chairman of the City Committee on Plan and Survey, described the work of the committee and told of its efforts to have an official City Planning Board made part of the municipal Government. He urged the board to stand behind the committee in its program of city planning.

Among the managing directors elected were Col. Herman A. Metz and Charles L. Huisking. The first meeting of the Drug and Chemical Section, S. B. Penick, chairman, was held October 17. It considered routine matters.

Business Show Has Silver Anniversary

Several thousand persons attended the silver anniversary of the National Business Show, which was held in Madison Square Garden, New York City, during the week of October 15. They inspected the 130 exhibits and experimented with some of the newest mechanized means which expedite modern routine office work.



ORGANIZATION DINNER, 100 YEAR CLUB OF NEW YORK. RIGHT SIDE, SECOND FROM BOTTOM, JOSEPH H. CALISHER, OAKLEY & Co., THIRD FROM BOTTOM, FRANCIS H. DODGE, DODGE & OLCOTT Co.

One Hundred Year Club Organized

The Hundred Year Club of New York was officially born October 10, at a luncheon meeting at the Advertising Club when its organizing committee adopted a resolution recommending that the club be incorporated under the State membership corporation laws. The organization, which was proposed some time ago under the name of the One Hundred Year Club of New York Business Organizations, will admit to membership all business organizations which have been in continuous existence for the past 100 years in the metropolitan district.

The committee voted to direct Isaac Liberman, president of Arnold Constable & Co., the originator of the idea, to appoint an executive committee of five to draft a certificate of incorporation, by-laws and a constitution for the new club and to report to a membership meeting which will be called next month. More than 200 concerns are eligible as charter members of the club. It was also voted that the annual dues for charter members will be \$10.

A tentative draft of the Constitution, which was up for discussion, provided that membership shall rest in the firm or corporation which may designate one voting representative. It was not decided how many members of each would be admitted as social members or whether associate memberships would be authorized for those outside the city. The committee appointed by Mr. Liberman comprised himself, Charles J. McDermott of Black, Starr & Frost, who presided at the meeting; William Schieffelin, Jr., of Schieffelin & Co.; Herbert M. Cowperthwait of the Cowperthwait Furniture Co., and James Wyper of the Hartford Fire Insurance Co.

Among the firms which have already joined are Oakley & Co., Dodge & Olcott Co., Schieffelin & Co., McKesson & Robbins Inc., Waterbury Button Co., James H. Taft & Co., and Louis K. Liggett Co., all connected directly or indirectly with our industries.

The accompanying photograph was taken at the first organization dinner held last month. Firms tracing their business history for 100 years are now being solicited to become members of the organization.

Coming Conventions

Association of Official Agricultural Chemists, Ebbitt Hotel, Washington, D. C., week of October 29.

American Bottlers of Carbonated Beverages, Convention and Exhibition, Detroit (Michigan) Convention Hall, November 12 to 16, inclusive, 1928.

American Pharmaceutical Manufacturers' Association, mid-winter meeting, Indianapolis, December 9 and 10.

American Association for the Advancement of Science, New York, December 27, 1928, to January 2, 1929.

American Manufacturers of Toilet Articles, Biltmore Hotel, New York City, April 2, 3 and 4, 1929.

A. M. T. A. Research Committee Plans Work

(Continued from Page 475)

submitted to be reviewed at a future meeting of our Committee.

A. L. Van Ameringen and Dr. S. Isermann were appointed to collaborate with Col. Bogert in the matter of collecting and having accessible, preferably in the form of a standing exposition located in the display rooms of Columbia University, samples of all raw materials used in the manufacture of perfumes, which raw materials are manufactured or produced in the United States. This refers to such raw materials as synthetic aromatic chemicals, flower oils, oils distilled from leaves, roots, and so on; similar collection of products which are available but which must be imported; similar collection of supply materials, such as powders, fast colors, etc. It was suggested that periodically members of the association be informed of new additions, permitting those supplying the additions to distribute at the same time a complete description, indicating physical properties and usefulness of the products submitted.

Col. Bogert was directed to communicate with Dr. E. C. Kunz, Dr. E. G. Thomssen, J. A. Handy, A. L. Van Ameringen, and Dr. S. Isermann regarding the problems on which these five members represent the committee.

New York, N. Y.,

Oct. 20, 1928.

MARSTON T. BOGERT,

Director.



Marcel Guerlain Inc., New York, is planning to establish a chain of shops which will be devoted exclusively to the sale of toilet goods and perfumes. The shops will handle only Marcel Guerlain products. The Paris house of Marcel Guerlain already manufactures practically a complete line of toilet preparations for women, and it is planned to add shaving creams and other merchandise for men to the line so that the new line will be complete in every particular.

Plans call for starting the organization with ten stores in New York City and leases have already been closed on some locations. The chain will be expanded as rapidly as is practicable. Plans have been completed for financing the first stores and are underway for additional capital to handle the expansion.

The company plans to start a national advertising campaign in the near future, and while this advertising is primarily designed to sell the products of the company through its present distributors, it is expected that it will be of considerable aid to the new shops. The present policy of distribution to drug stores and department stores will be continued.

While the plan was conceived and details were very largely worked out by Marcel Guerlain in France, the execution of the plans and the management of the new chain is under the direction of A. W. Herbst, general manager of Marcel Guerlain Inc., New York.

* * * *

Directors of Coty, Inc., voted October 1 to increase the authorized number of no par shares from 459,300 to 2,500,000. This provides for a 300 per cent. stock dividend. Each stockholder will receive three additional shares for each share owned.

The directors also declared a quarterly dividend of 50 cents a share on the increased stock as well as an extra dividend of the same amount. Both are payable Dec. 31 to stockholders of record Dec. 17. The directors announced that "provided the business of the corporation remains favorable the 6 per cent. stock dividend paid in 1928 will be continued as a policy of the company on the total increased number of shares outstanding." The company has been paying cash dividends on the present stock at the rate of \$5 annually.

The increase proposed by the directors in the authorized stock will go before the stockholders for approval. The number of shares outstanding will be increased from 327,762 to 1,311,048. The new stock will be delivered on Nov. 20 to stockholders of record Nov. 10.

* * * *

Fire recently swept the plant of Hine Brothers Soap Co. in the stockyards, Chicago. The blaze almost completely destroyed the plant and endangered surrounding buildings. Loss is estimated at \$100,000.

Alfred J. Krank, president and founder of the A. J. Krank Mfg. Co., of St. Paul, was instantly killed the night of September 26 when the automobile which he was driving collided with an interurban car. Mr. Krank was driving from his Summer home at West Point, Tonka Bay, to a

meeting of his employees in his Minneapolis store when the accident occurred.



THE LATE ALFRED J. KRANK

He was born in New Ulm, Minn., January 10, 1866. He went to St. Paul in 1884 and entered business there with a capital of \$25. Later he became associated with F. H. Ferodovil, and together they founded the A. J. Krank Mfg. Co. The company enjoyed a rapid growth and is now doing an international business in barber supplies, toilet articles and cutlery. Only recently

the expansion of the business required the erection of a \$250,000 plant.

Mr. Krank was prominent in civic affairs in St. Paul and for many years was a member of the St. Paul Association. He heartily indorsed out-of-door sports and he greatly enjoyed the hunting and fishing in Northern Minnesota and Wisconsin, frequently making hunting and fishing trips by airplane and also using the airplane for numerous business journeys.

He leaves a widow, two daughters, Irma and Virginia, and a son Walter.

* * * *

The sales staff of Colgate-Palmolive-Peet Co., in the Metropolitan and Eastern districts met at the Waldorf-Astoria Hotel, New York, October 1 and 2 for their annual convention. The meeting was arranged primarily with a view to consolidating the two sales forces, the old Colgate staff and the old Palmolive-Peet organization into one working unit. General matters of policy and sales effort were considered and group meetings were also held for the special discussion of problems arising in particular lines. No curtailment in the size of the combined staff of salesmen is anticipated as a result of the recent merger, but territories will be re-arranged to provide for the additional items which the salesmen will handle.

* * * *

On September 2 Mr. and Mrs. Max Rauer became the proud parents of a 9¼-pound boy, which they named Max Paul Rauer. Mr. Rauer is the perfumer and chemist for the F. W. Fitch Co., of Des Moines, Ia.

The House of Lu-Ray, Inc., recently organized in Chicago, has taken over the business of the Victor Grant Co., of that city. The company will continue the former business of manufacturing cosmetics which will be sold as in the past through special "dispensing departments" in prominent department stores throughout the country.

* * * *

H. D. Crooks, of John Blocki, Inc., Chicago, with his



H. D. CROOKS

son-in-law, H. H. Slothower, has just completed a long automobile trip through the Black Hills region. The party traveled west from Chicago through Iowa and South Dakota, visiting the picturesque Bad Lands and thence into North Dakota and back by the northern route through Minnesota, Wisconsin, Michigan and Indiana. The trip covered 3100 miles and was made without trouble of any kind excepting one puncture. Mr. Crooks returned enthusiastic

about the beauties of the Black Hills country and well satisfied with his vacation.

* * * *

Betty Jean Laboratories of Fort Wayne, Ind., have recently enlarged and moved their plant from their former address at Park avenue to Calhoun street where their beauty school is also located. The company has made excellent progress since it was organized last year and writes that it is now making fifty toilet preparations.

* * * *

C. V. Mangan has been appointed sales manager for the Henry Tetlow Co., Philadelphia, manufacturers of toilet preparations. Following his appointment, Mr. Mangan made a business trip through the west which carried him as far as the Pacific Coast, observing conditions in the trade and doing considerable work in the field. His plans call for an expansion of sales effort and a continuation of the policies which have been so successful in building up the reputation of his house and its products in the past. He will be located at the principal office of the company in Philadelphia but will spend a part of his time travelling in various sections of the country.

* * * *



C. V. MANGAN

Announcement has been made of the marriage of David A. Schulte and Mrs. Carrie Koehler, of 1010 5th avenue, Manhattan Borough, New York City, on September 22. Mr. Schulte's corporation connections are well known. His bride is the widow of E. H. Koehler, Sr., who at the time of his death was treasurer of the Park & Tilford Co. Mr. Schulte was divorced from his first wife several months ago.

W. G. Ungerer, president of Ungerer & Co., New York, returned on the *France* October 3 from a European trip of six months' duration.

While abroad Mr. Ungerer visited England, France, Switzerland and Italy and devoted a great deal of his time to a detailed study of conditions in the field of perfume raw materials and particularly to conditions in the producing regions of the South of France. He promises a complete report on the more interesting phases of the situation in the near future.

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The Terminal Barber Shops, Inc., New York, have appointed Hanff-Metzger, Inc., New York advertising agency, to direct their advertising account.

* * * *

Miss Margaret H. Kennedy has been awarded a scholarship in the College of Pharmacy, Columbia University, the work of which will consist of an investigation of the possible usefulness of ultra-violet rays in the examination of essential oils and aromatic chemicals. The investigation will be conducted under the direction of Dr. Curt

P. Wimmer, professor of pharmacy. The scholarship is the gift of Louis Spencer Levy, publisher of this Journal, and has been named for him by the University.



MISS MARGARET H. KENNEDY

Miss Kennedy was graduated from the Albany College of Pharmacy, Union University, with the degree of Pharmaceutical Chemist, in 1922. After serving one year as pharmacist at the Memorial Hospital in Albany, she became pharmacist of the Syracuse University Hospital, a position which she held until she began her work under Dr. Wimmer at the Columbia University College of Pharmacy. She received the degree of Bachelor of Science from the College of Pharmacy of Columbia University last June.

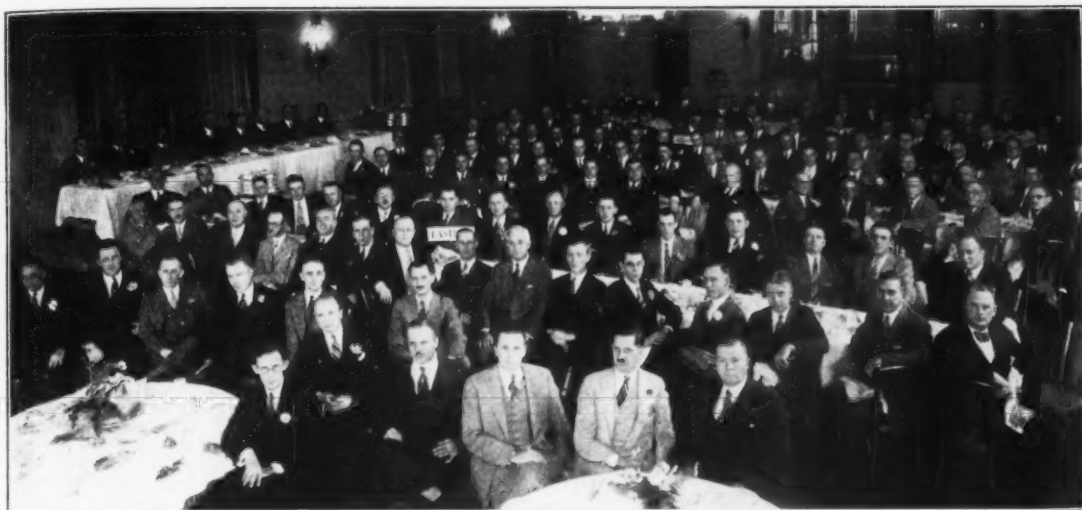
The work which she is undertaking will continue for two full years and the results will be offered by Miss Kennedy as her dissertation for the degree of Doctor of Pharmacy. The work will consist of investigation of the ultra-violet rays and the fluorescence which they develop in essential oils and perfume materials, and it is hoped that it will prove of considerable value in identifying the constituents of perfumes and toilet preparations.

* * * *

George Panopulo, assistant treasurer and general manager of Pinaud, Inc., New York, and Mrs. Panopulo, returned on the *France* October 3, after a visit of two weeks to Parfumerie Ed. Pinaud, Paris. Mr. Panopulo spent most of his time in Paris but made a flying trip to Cannes to confer with Henri Klotz, one of the partners in the French house.

He reports that he found conditions in France much better than at the time of his last visit in 1926 and that there is also much improvement in the feeling of the average Frenchman toward America and the American business man.

On the last day of the return voyage, a dinner was tendered to Mr. and Mrs. Panopulo and W. G. Ungerer, who returned on the same ship after a prolonged visit in Europe.



SALES GROUP AT CONVENTION OF E. R. SQUIBB & SONS

As the September issue of our magazine was on the press, salesmen in the Eastern, Metropolitan and Atlantic divisions of E. R. Squibb & Sons were holding their annual sales convention at the Leverich Towers Hotel in Brooklyn. About 120 members of the force were in attendance at this meeting, approximately the same number which attended the general sales convention of all divisions a year ago, the sales force having nearly doubled in that time. Prior to the Brooklyn meeting, similar divisional conventions had been held in Atlanta, Chicago, Kansas City, and San Francisco. The territory covered by the three divisions which met in Brooklyn includes the New England states and the Atlantic seaboard as far West as Pennsylvania and as far South as Washington.

At the opening session, Carleton H. Palmer, president, and Theodore Weicker, vice-president of the company, greeted the delegates and discussed the progress which the Squibb line has made during the last year. F. W. Nitardy discussed outstanding talking points which salesmen might use on Squibb products. The remainder of the day was spent in divisional meetings, one devoted to advertised household products and the other to chemical and pharmaceutical products. These divisions were addressed respectively by Joseph C. Hearn, F. H. Keeler, L. H. Ashe, C. E. Halstead, and S. H. Conover.

The same divisional method continued on the second day. Other speakers were W. D. McAdams, E. R. Dunning, and W. C. Kirby. The final day was devoted to a general meeting at which Dr. John F. Anderson, G. McNab Miller, and Clyde L. Eddy were speakers. During the afternoon the salesmen were treated to an outing at the Half Moon Hotel, Coney Island, and the convention closed with dinner in the grand ballroom of the Half Moon.

During the dinner, S. H. Conover, assistant general sales manager of the company, was surprised with the presentation of a handsome silver coffee and tea service by Mr. Palmer and Mr. Weicker. This service was given in honor of Mr. Conover's twentieth anniversary as a member of the Squibb sales force. Mrs. Conover was given an immense basket of roses as a gift of the representatives in the three divisions.

Officials of the company consider this one of the most successful of their sales conventions and believe that much was accomplished in furthering business in the Squibb line, both of household products and of chemical and pharmaceutical products.

At a luncheon at the Bankers' Club, New York City, Dr. Edward H. Squibb, member of the board of directors of E. R. Squibb & Sons, and son of the founder of the house, was presented with a gold traveling clock by Carleton H. Palmer, president, and Theodore Weicker, first vice-president, of the company, the occasion being Dr. Squibb's 75th birthday. Dr. Squibb was born in Brooklyn and was graduated from Harvard University in 1878 and from the College of Physicians and Surgeons, Columbia University in 1881.

He became associated with his father, Dr. E. R. Squibb and his brother Charles Squibb, in the conduct of the business and upon the death of his father in 1900, he assumed joint control of the business with his brother. The steadily increasing responsibility of the business later necessitated the sharing of the responsibility with others and the late Lowell M. Palmer, Sr., became president, to be succeeded by his son Carleton H. Palmer.

Dr. Squibb retains an active interest in the affairs of the company and in scientific research and often is found in the new laboratories which have risen on Columbia Heights in Brooklyn, not far from the old family residence in which Dr. Squibb was born and where he still resides.

* * * *

J. F. Pollock has been appointed general sales manager of the Horlick's Malted Milk Corporation, Racine, Wis. He was formerly sales manager of the soap department of Armour & Co., Chicago, and at one time was Chicago sales manager of the Procter & Gamble Co., Cincinnati.

* * * *

The Stillman Freckle Cream Co., Aurora, Ill., maker of toilet goods, has started a campaign to introduce a new face powder product. Advertising for the new product is being prepared by the Brandt Advertising Co. of Chicago.

Among the interesting exhibits at the recent Eastern States Exposition, Springfield, Mass., were two booths of Colgate & Co. The first was located in the Industrial Section, where numerous Colgate products especially for laundry work were featured and sold. This booth was in charge of F. Landry of South Hadley Falls, Mass.

The Home Department of the Exposition contained the second display of the company. Space in this section is available only upon invitation. The displays are housed in separate cottages and the Colgate cottage showed washed articles of various fabrics and types, and Colgate products in the laundering of fine fabrics were demonstrated by Mrs. Louise Huston and Miss Martha Larter of the Household Service Bureau of the company.

The Colgate motion picture film, "Laundering Fine Fabrics," was also shown.

* * * *

The Perkins Soap Co., Springfield, Mass., was among those in our industry who exhibited at the recent Eastern States Exposition at Springfield. Its booth was attractively decorated in light blue and the display consisted of counter and window display cards. Gordon Briggs, production manager, was in charge of the display.

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The Lineaweaver-Stroup Soap Co., Cleveland, makers of the "Say-A-Soap" system, recently opened a new distributing branch in Pittsburgh. The company, which has been in operation only a short time now has distributing branches in Detroit, Pittsburgh, Louisville, Indianapolis, Columbus and Wheeling, W. Va., and is planning to open several more in the near future.

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The accompanying is a photograph of E. Richardson, one of the new contributors to our pages, whose articles on technical problems connected with soap manufacture have attracted some little attention in the industry. Mr. Richardson is one of the younger technical men in the British soap and toilet preparations industry. He received his early training at Christ's Hospital, the famous "Bluecoat School" of Lamb and Coleridge. From 1919 to 1923 he was a Scholar of Keble College, Oxford, receiving his B.A. in chemistry in 1922. During 1923 he held a post-graduate scholarship in scientific research there.

From 1922 until the end of 1924 he was engaged in pure research work in organic chemistry under Dr. F. D. Chattaway, F.R.S., receiving his B.Sc. and A.I.C. in 1924. Since that year he has been connected with Boot's Pure Drug Co., Ltd., the manufacturing unit of Boot's Cash Chemists, which is associated closely with the Liggett interests in the United States. More recently, he was appointed head of the cosmetics research laboratory for that company and is engaged in research on soaps, perfumes and toilet preparations.

Further articles by Mr. Richardson will appear in this journal from time to time.

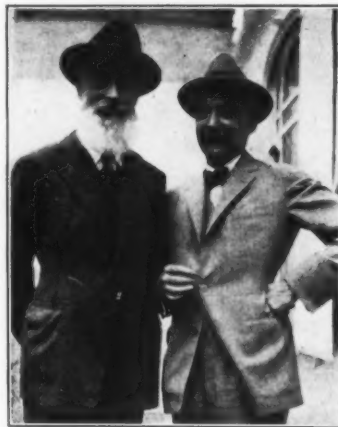


E. RICHARDSON

W. H. Hoppe & Son, Chicago, have taken over the sales representation of Spearmint tooth paste in that section for the Wrigley Pharmaceutical Co., of Atlantic City. The territory consists of the State of Illinois, Eastern Missouri, and upper Indiana. An intensive campaign will be undertaken with window displays, newspaper advertising and dealer sales helps.

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Leon and Xavier Givaudan of L. Givaudan & Co., Geneva, Switzerland, arrived in New York on the *Ile de*



XAVIER AND LEON GIVAUDAN

France October 16 for a visit to Givaudan - Delawanna, Inc., the American branch of their house. They look forward with pleasure to renewing contacts with some of their old friends here and to a visit to the plant of Givaudan-Delawanna, Inc., at Delawanna, N. J., to confer with officials of the American organization regarding new products to be manufactured here.

* * * *

Fire in the soap plant of the Van Camp Packing Co., Louisville, Ky., late in September, caused only nominal damage and interruption of the work of the plant for a few hours. The blaze was confined to machinery in the plant and did not injure the building.

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Ino M. Jahiel, who formerly headed the American organization of Lenthéric, has gone to South America for an lengthy trip in the interest of the Lenthéric line.

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Manufacture of shaving cream by the Burma Vita Company, Minneapolis, will be doubled and placed on a production basis of about four tons daily within 60 days, Clinton M. O'Dell, president, has announced. New machinery, costing more than \$10,000, including a machine that will fill a tube of shaving cream each second, has been installed at the plant. Capacity of the present machines is 35 tubes a minute.

Mr. O'Dell also announced that a shipment of Burma Vita and Burma Shave has been sent to Burma while a tube of the shaving cream has been forwarded from Minneapolis to Premier Benito Mussolini. Italy and Australia in the last year have become the best export markets for the Minneapolis industry, Mr. O'Dell revealed. Production of shaving cream has increased 100 per cent in the last 12 months from about \$67,000 to \$170,000, while the 1929 record will about double the 1928 figure, he predicted. A water still with a capacity of 80 gallons an hour, the largest in the northwest, has been installed to produce distilled water for the various preparations.



NEW PLANT OF KISSPROOF, INC., CHICAGO

Kissproof, Inc., Chicago, on September 20 started the erection of a new plant which it believes will be the largest lip stick and rouge plant devoted to the manufacture of one maker's brand. Ground was broken by Building Commissioner Patchen of Chicago on a site covering over 47,000 square feet in the block bounded by Cicero, Pensacola, North Kilpatrick and Hutchinson streets. The building will be furnished in terra cotta tapestry with white facing, and will furnish five times the space now occupied by the company in its Clybourn avenue plant. The contract for its erection has been given to the Regan Construction Co., which has agreed to complete the building early in 1929. It will cost in excess of \$250,000. Every facility not only for manufacturing but also for the comfort and convenience of the employees has been provided.

The company erected its present plant only two years ago at which time officials believed it would afford ample space for five years. Since that time the rouge department has been installed in another building and two additional buildings are required for raw materials.

Ceremonies of breaking ground for the new plant were under the direction of J. L. Younghusband, president of the corporation, and among the organizations represented were the Illinois Manufacturers' Association, the Association of Commerce, Northwest Chamber of Commerce, Lions Club and local bodies including the Board of Commissioners. A beauty contest, drawing of prizes, band concerts and speeches enlivened the occasion.

The accompanying picture is an architect's drawing showing how this attractive new factory will look upon its completion early next year.

* * * *

C. C. Stone, formerly sales manager for one of the largest specialty manufacturers in the United States, has been appointed sales manager for the Boyer Chemical Laboratories, Inc., of Chicago.

The Boyer Laboratories are manufacturers of the "Boyer, The Society Parfumeur" toilet goods line, sold to drug stores and are manufacturing chemists for the chemical and perfume trade. The company has enjoyed a remarkable growth during the last three years, and is internationally known.

Mr. Stone has a background of hard, conscientious work which is excellent equipment for his new position.

Charles E. Washburn, proprietor of "Washburn's High Grade Cosmetics," Portland, Me., spent the first week in October in New York visiting the trade in cosmetics and raw materials. Mr. Washburn has re-established his business after a lengthy visit to the Pacific coast, and anticipates that he will have little difficulty in regaining the position which he held in the Portland trade at the time he left for California.

* * * *

Lane Drug Stores has been incorporated in Delaware to operate a chain of drug stores in the Southern States. The company has been capitalized with 200,000 shares of no par value cumulative preference stock and 250,000 shares of no par value common stock. The chain is said to be the first comprehensive drug store chain organized in the Southern States.

The company will immediately take over 29 stores in Atlanta, 16 stores in Jacksonville and 11 stores in Knoxville. Many of these stores comprise smaller chains while the rest is made up of individual stores brought into the chain.

The management will be under the supervision of Richmond D. Lane, for more than thirty years in the drug trade, and will include A. R. Munn, president of the Georgia Pharmaceutical Association, and T. C. Cox of Atlanta, Tate L. Earnest of Knoxville, and R. N. Chelf of Jacksonville.

* * * *

Louis Phillipe, Inc., New York, maker of Angelus Rouge Incarnat, Angelus Almond Cream and other beauty preparations, has placed its advertising account with the New York office of Cecil, Warwick & Cecil, Inc., advertising agency. An additional stock offering of the company is now being made.

* * * *

James Lockwood of Lockwood, Magrath, Ltd., Sydney and Melbourne, Australia, is spending a month in the United States in the course of a trip around the world. He left Australia in March and travelled through Europe. He expects to sail from San Francisco on his return trip October 31, stopping at Tahiti, where his firm has extensive connections. Lockwood, Magrath, Ltd., are prominent importers of drugs, chemicals and allied products. They represent Chemical Works Flora, Bruno Court, S. A., and the Citrus Oil Co., of Messina, in the Australian market.

Dr. Paul S. Pittenger, for the last fifteen months director of the pharmacological research laboratory of Sharp & Dohme, manufacturing chemists, Baltimore, has been made assistant manager of production and scientific control of new products. He has been succeeded by Dr. J. C. Munch, associated with him, who previously had charge of the pharmacological laboratory of the United States Bureau of Chemistry.

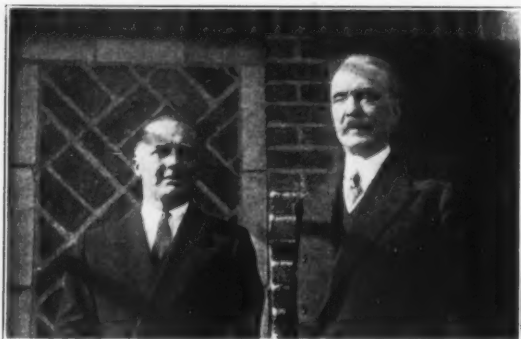
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The Gilbert Products Corporation, New York, maker of Gilbert's tooth paste and Orol antiseptic, has appointed William Irving Hamilton, New York advertising agency, to direct its advertising account. Newspapers will be used.

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Albert Verley, president of **Etablissements Albert Verley**, Isle St. Denis, near Paris, France, arrived on the *Ile de France* October 16 for a visit of about a month.

He was met in New York by David A. Bennett, president of Albert Verley, Inc., Chicago, representatives of his house in the American market. After a day or two in New York, during which Dr. Verley lunched with his old friend



DAVID A. BENNETT AND DR. ALBERT VERLEY

Dr. Marston T. Bogert at Columbia University, he left for Chicago with Mr. Bennett. He plans to visit the trade in several sections of the country, and expects to return to France about the middle of November.

* * * *

Eight companies manufacturing drugs and cosmetics were 33.07 per cent. higher in net profits for the first half of this year than for the corresponding period a year ago. The companies are the Bristol-Myers Co., Coty, Inc.; the Forhan Co.; Household Products, Inc.; the Lambert Co., the Lehn & Fink Products Co., Vaness Laboratories and Woodworth, Inc.

Net profits for each company in the first halves of this and last years compiled by Ernst & Ernst, were as follows:

	1928	1927
Bristol-Myers	\$ 685,694	\$ 477,295
Coty, Inc.	1,499,552	1,055,721
Forhan	542,627	306,027
Household Products	1,519,246	1,519,022
Lambert	2,111,540	1,620,114
Lehn & Fink	1,052,326	650,564
Vaness Laboratories	113,404	28,392
Woodworth, Inc.	166,707	122,845
	<hr/> \$7,691,096	<hr/> \$5,779,980

Henry Walters, of **Mariners Harbor, Staten Island**, New York City, belt repair man at the Port Ivory, Staten Island, plant of the Procter & Gamble Co., has been elected a director of Procter & Gamble. As employee director, he will represent his fellow employees of the Staten Island plant in that body.

* * * *

In the excitement attending the rescue of Capt. Frank T. Courtney and his crew of trans-Atlantic aviators early in August, very few noticed

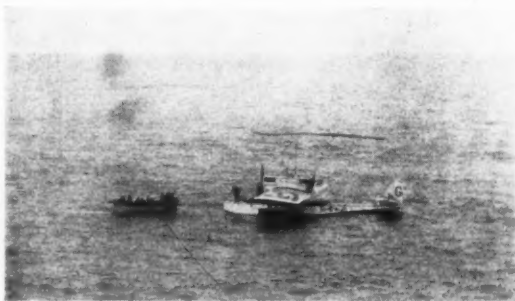


GEORGE T. POWER

that the remarkable photographs of the event appearing in the daily press were the work of an amateur. This fact is again brought out in the latest issue of the *Scovill Bulletin*, published by the Scovill Manufacturing Co., Waterbury, Ct., which republishes the photographs and a story of the rescue in its September issue.

George T. Power, district manager for the company in New York, is the man responsible for the excellent views which received such widespread publicity. He was a passenger aboard the *Minnetauka* on the trip on which that ship located and picked up Capt. Courtney after his plane had caught fire and he had made a forced landing in mid-ocean.

Mr. Power makes a hobby of photography and many of his pictures have won prizes in amateur exhibitions. He has always wanted to be present when some notable event was happening so that he might interpret it with his camera. His chance came in the Courtney rescue and the



VIEW OF CAPT. COURTNEY'S RESCUE

result was broadcast throughout the country through the press. We are privileged to publish herewith one of the photographs which Mr. Power took on that exciting August 2.

* * * *

A counterfeit \$20 Federal Reserve note is in circulation. The note bears the signatures of Frank White, Treasurer of the United States, and A. W. Mellon, Secretary of the Treasury, and a portrait of Cleveland. The warning issued by the Federal Reserve Bank describes the counterfeit as printed from photo-mechanical plates on bleached genuine paper. As a result of the chemical action the paper is brittle.

McKesson & Robbins, Inc., which undertook recently a grouping of fifteen leading wholesale drug companies, expects to announce November 1 a mutualization plan for the drug supply industry. Details concerning the consolidation, which involves companies with selling power of \$100,000,000, revealed recently that the new company's adjusted balance sheet carries good will at \$1. Ultimately the present group of companies is expected to be increased to fifty, covering every important trading territory in the country and having a capitalization of between \$250,000,000 and \$300,000,000.

Under the plan to be announced, distributing stations for every national manufacturer of drug products will be placed at the disposal of every independent and individual retailer in the country. For the first time in the history of drug jobbing in the United States retailers will have a voice in the management and conduct of the supply depots from which they derive their supplies. Completion of the consolidation in practice and in fact will bring about a mutualization of national manufacturers and individual retailers, with the latter fully represented on the board of directors of the house with which they do business, and also on the retailers' advisory committee, which will direct the policy of meeting competition.

An additional expenditure of \$11,042,000 for constructing new long distance telephone facilities during 1928 has been authorized by the American Telephone & Telegraph Co., according to an announcement by T. G. Miller, general manager of the Long Lines Department of that company. This increase, made necessary by the unusually rapid growth in the number of long distance calls during the first half of this year, brings the total appropriations for new construction during 1928 on the longer haul telephone circuits of the Bell System to \$49,038,000, as compared with \$36,406,000 expended during 1927, the previous record year in construction.

This expenditure will be applied to extensions and improvements on long distance lines in all sections of the country, including the three transcontinental routes. During the first half of 1928, as compared with the same period of 1927, telephone users increased their use of the long distance circuits of the American Telephone & Telegraph Co. an average of 20%. Nor did they forget to call abroad frequently with the result that part of this increased expenditure will be used to speed up the preparation of short wave transoceanic systems, to supplement the long wave transatlantic telephone system which has been in service since January, 1927.

In the *American's* "New York Day by Day," O. O. McIntyre thus discourses: "A perfume parlor engineered a sales spurt naming perfumes after a group of celebrities. It was all the same scent, but bore the names of those honored on the bottles, and they quickly exhausted the supply to send off to friends.

"Broadway is no different from the rest of the world. We all purr to flattery, but because Broadway wears its vanity on its sleeve it is more susceptible. After all there is no harm accepting a little kidding, but it is well to observe the motto Gene Buck has on his desk: 'Don't kid yourself.'"

Woodworth, Inc., New York, manufacturer of face powders and perfumes, has placed its advertising account with Redfield-Coupe, Inc., New York advertising agency. Magazines and newspapers will be used.

The Industrial Alcohol Institute, Inc., New York, formerly the Industrial Alcohol Manufacturers' Association, is planning a campaign on denatured alcohol as an anti-freeze mixture. Newspapers and magazines will be used to explain the proper use of alcohol in radiators. The J. Walter Thompson Co. is directing this campaign.

Jap Rose soap will be advertised in a test campaign to be conducted in newspapers in six cities by Jas. S. Kirk & Co., Chicago soap manufacturers. This campaign will be directed by the Quinlan Co., Chicago advertising agency.

Louis Roure, president of **Etablissements Roure-Bertrand Fils & Justin Dupont**, and his nephew **Louis Amic**, director of the same company, arrived on the *France* October 3. Mme. Roure accompanied her husband.

Messrs. Roure and Amic intend to remain for some time in the United States and are making their headquarters in New York with their agent, George Silver Import Co. They expect to visit their many friends in this country and to confer with them upon the raw material markets and



LOUIS ROURE



LOUIS AMIC

Photos by
Blank & Stoller

to submit suggestions about new products which they hope will be of interest to the trade.

Mr. Roure says that it is his principal object to cement the bonds which unite his house to his many friends in this country and that this is the chief object of his trip, which he hopes will be followed at frequent intervals by many others. He advises us also of the expected visit to the United States of Justin Dupont, director and chief chemist of his company, which will be made early next year.

Acquisition of the Calumet Baking Powder Co. by the Postum Co., Inc., was announced recently by officials of the latter company. All the capital stock was obtained. No change in the personnel of Calumet is contemplated. Warren Wright, president, will remain in that capacity and will be elected a director of Postum.

Golden Peacock, Inc., Paris, Tenn., manufacturer of Golden Peacock cream and other toilet preparations, has appointed the Procter & Collier Co., Inc., Cincinnati advertising agency, as advertising and merchandising counsel.

The Los Angeles Soap Co., Los Angeles, Mission Bell and White King soaps, has appointed the Heintz & Robertson Advertising Agency, of that city, to direct its advertising account.

James E. Kelly, proprietor of **Hagerty Brothers & Co.**, New York, and **Mrs. Kelly**, returned on the *New Amsterdam* September 28 after a summer spent in Europe. **Mr. Hagerty**, who had not been in the best of health, went abroad primarily to take the treatments at Carlsbad, Germany. He reports that his health is much improved and his appearance confirms this fact. Leaving Carlsbad, **Mr. and Mrs. Hagerty** went to Vienna, where they spent several weeks, travelling thence through Southern Germany and up the Rhine to Cologne. They also spent two weeks in Paris and about six weeks in London just before their return to America.

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D. F. Jones, purchasing agent for **Frederick Stearns & Co.**, Detroit, Mich., spent several days in New York during the week of October 15.

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Billy B. Van, president of **Pine Tree Products Co.**, Newport, N. H., and noted comedian, made his farewell appearance on the stage on the evening of October 9. **Mr. Van** has returned to Newport and in the future will devote his entire time to his soap business.

On November 16 he will be the principal speaker at the meeting of the New England Council, an organization devoted to advancing the business interests of the entire New England section. His plans for the Winter call for a tour of the entire country making addresses before organizations of business men with special reference to New England industries.

Mr. Van will undoubtedly be missed in theatrical circles, but the loss of the stage is the gain of our industry to which his attention will be devoted in the future. We are proud that he will be associated with the soap industry, but regret that we shall not again have the pleasure of seeing him in some of his inimitable characterizations on the stage.

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One of the two New Orleans plants of the **American Solvents & Chemical Co.**, was seriously damaged by fire on August 30 and a considerable quantity of alcohol in the plant was destroyed. The fire started in a warehouse and the bursting of alcohol drums and the intense heat of burning alcohol made it extremely difficult to fight.

Work in the other New Orleans plant of the company was immediately speeded up and orders and shipping instructions altered so that no interference with the company's deliveries was occasioned by the fire.

* * * *

Louis Brodner, formerly of **Elizabeth Arden Inc.**, has joined the **Du-Franks Corporation**, Brooklyn, N. Y., and is in charge of city sales. **Mr. Brodner** is well known in the toilet preparations trade, particularly in the metropolitan territory.

Joseph Franks, president of the company, continues in charge of production and will have general oversight of the business which specializes exclusively in paper boxes for the toilet preparations trade.



BILLY B. VAN

The Phoenix-Hermetic Co., Chicago, recently opened three new eastern offices. **John C. Fredericksen** who has previously handled the sales in the territory surrounding Rochester, including Utica, Norwich, Binghamton and Toronto, Canada, is now located at 703 Temple Building, Rochester, N. Y. The telephone is Stone 4671.

M. U. Ramsburg directs the Philadelphia office at 1211 Chestnut street. Telephone: Spruce 6919. Pennsylvania, Delaware and southern New Jersey are in this territory.

At Boston is **John J. Nielsen**, serving metal cap needs in Massachusetts, Rhode Island, Connecticut, Vermont, Maine, New Hampshire and Canada. The address is 131 State street. Telephone: Hubbard 1627.

J. L. Zeman of the Chicago office of **Phoenix-Hermetic Co.**, has succeeded **Wm. M. Norton** at the Los Angeles office. The office address remains unchanged.

* * * *

Directors of the Continental Can Co. have recommended the payment of a 100 per cent common stock dividend on Nov. 22 to holders of record on Nov. 5, and have called a special meeting of stockholders for Oct. 16 to vote on the proposal. Common stock outstanding consists of 710,000 shares, and if the proposal is approved, an additional 710,000 shares will be distributed to stockholders.

It was recommended also to increase the authorized common stock from 750,000 shares to 2,000,000 shares, to make the stock distribution possible. Carrying out of the recommendations would leave 580,000 authorized shares to be issued at the discretion of the directors.

Regular quarterly dividends of \$1.25 on common and \$1.75 on preferred have been declared the former payable on Nov. 15 to holders of record on Nov. 5, and the latter payable on Oct. 1 to holders of record on Sept. 20.

* * * *

Mrs. Martin Johnson, big game hunter and photographer, who recently returned to New York City from a year in the wilds of Africa, had some interesting stories to tell, none the least of which was that in starting out on a hunt she would as soon leave behind her guns and cartridges as to forget her compact. Cosmetics she found to be as necessary for personal comfort in lairs of the lions as in civilized regions. A freshly powdered nose seemed to add to the effectiveness of her aim.

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The New York Merchants' Association has added the following to its already large list of members:

American Solvents and Chemical Corporation, **H. I. Pepper**, president, 285 Madison avenue, manufacturers of industrial alcohol, solvents and chemicals.

Enoch Morgan's Sons Co., **John W. Morgan**, president, 439 West street, New York, manufacturers of soap.

Ferd. Muelhens, Inc., **Richard Stern**, president, 109 West 64th street, manufacturers and importers of perfumes.

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Conely, Kappes & Curtis, Detroit advertising agency, as previously reported, has been appointed to handle the general magazine and direct-mail advertising of the **Herpicide Co.**, of that city, maker of **Newbro's Herpicide**. The **Morse Advertising Agency**, Detroit, will continue to place the newspaper advertising of the **Herpicide** company.

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The Baker Extract Co., Springfield, Mass., producer of Baker's vanilla and other flavoring extracts, has placed its advertising account with the **Manternach Co.**, Hartford, Conn., advertising agency.

Chester A. Smeltzer, vice-president of Sloan, Graves & Smeltzer, Inc., New York, returned on the *Paris*, October 9, after a month's visit to the Marseilles branch of his house. Mr. Smeltzer accompanied Henri A. Arcin, manager of that branch back home after his visit here and spent his time abroad in a study of the situation in vanilla in the important Marseilles market. He will report more fully on conditions in a later issue.

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On advertising page 78 appears the first of a series of notices designed to bring the city of Dallas to the attention of the perfume and toilet preparations industries as a possible location for future expansion and development. The series is designed to tell of the importance and advantages of the Texas city which will be discussed in detail in future advertisements.

* * * * *

F. de la Garza of the export department of Fritzsche Brothers, Inc., New York, with Mrs. de la Garza, returned on the *Havana* October 1 from a combined business and pleasure trip to Cuba and Mexico.

Mr. de la Garza spent some time visiting the Cuban representative of Fritzsche Brothers, Manuel C. Tello of Havana, and the accompanying picture was taken in front of Mr. Tello's building in that city.

Mr. de la Garza says that while business in Cuba is quite active in the toilet preparations line, considerable difficulties have arisen on account of the new Cuban tariff. This tariff has forced many foreign manufacturers to establish manufacturing branches in Cuba and some of these branches are selling goods with labels which indicate that they were made abroad. The legitimate Cuban manufacturers are raising serious objections to this, and a law is now proposed which would compel manufacturers of



MANUEL C. TELLO AND F. DE LA GARZA

goods actually made in Cuba to state that fact plainly on the label.

In Mexico City Mr. de la Garza found business excellent and sales of essential oils and similar products running well in advance of those in any other city in Latin America. He commented upon numerous changes in the trade of Mexico City and especially upon the fact of the absorption of some of the smaller Mexican manufacturers by large American houses. He anticipates a growing trade in toilet preparations and in raw materials for their manufacture throughout the territories which he visited.

Twenty-seven leading chain store organizations which have submitted reports made aggregate sales in September of \$121,519,120, against \$97,188,592 in September, 1927, an increase of \$24,330,528, or 25 per cent. The same chain systems report total sales for the first nine months of this year of \$944,088,074 against \$791,723,820 in 1927.

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L. Tracy Sheffield, president of the New England Collapsible Tube Co., New London, Conn., and Chicago, Ill.,



L. TRACY SHEFFIELD

on October 1 was elected president of the New London City National Bank of New London, Conn.

This institution is one of the oldest banks in Eastern Connecticut and Mr. Sheffield occupied the position of vice-president and director for a number of years.

Mr. Sheffield was born in New York City, but has resided in New London, Conn., since his graduation in 1906 from the Sheffield Scientific School of Yale University, where he was active in undergraduate athletics. Subsequent to his graduation, he joined the New England Collapsible Tube Co., and its growth is due largely to his efforts.

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The rotogravure section in a recent issue of the *Philadelphia Inquirer* carried a picture of the new Green Lane Bridge across the Schuylkill River. Aside from the bridge itself, the most prominent feature of the picture was an excellent view of the plant of the Betty Zane Soap and Chemical Co. on the bank of the river below the bridge.

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The Rapidol Distributing Corporation, New York, manufacturer of Rap-I-Dol hair dye, has appointed the M. P. Gould Co., Inc., to direct its advertising account.

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Erik Vies, manager of Poisk's Frutal Works, New York City, is making an extended trip through the Eastern and Middle Western states in the interest of his company.

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A. L. van Ameringen, New York, manufacturer of aromatic chemicals and allied products, has advised us that he recently added two men to his selling force.

George J. Tombak will in the future cover the trade in New York City and will also render other services for which his experience qualifies him. He was graduated from the College of Pharmacy, Columbia University, in 1924, and has served for seven years as chemist and factory manager with several organizations.

Charles Rawson has been engaged to cover the Eastern states in a selling capacity extending as far west as West Virginia, as far south as North Carolina and as far north as Montreal. Mr. Rawson was educated at Hymes College, England, and McGill University, Montreal, from which he was graduated. After extensive experience in Canada, he became perfume chemist and production man for F. R. Arnold & Co., Inc., manufacturers of the Fracy line of toilet preparations.

Both men are well known in the trade and should prove to be valuable additions to the van Ameringen organization.

The F. J. Stokes Machine Co., Philadelphia, manufacturer of chemical and pharmaceutical machinery, has joined the rapidly increasing number of organizations whose plant and office buildings, of modern construction and artistic design, reflect their being fully in step with the present day ideas of beautiful as well as useful housing.

The accompanying illustrations show a front view of



NEW PLANT OF F. J. STOKES MACHINE CO.

the new brick office unit, recently built onto the main factory building, and an inside view of the lobby. In the lobby, off of which are the executives' offices, can be seen the broad staircase leading up to the designing, drafting, and other departments requiring light and quiet surroundings for efficient work.

The colonial style of architecture without is matched within by decorating in a Spanish motif of subdued design and furnishings designed after the colonial period. The spacious convenience of the ensemble indicates planning for future expansion in both plant and office.

In addition to the reception hall the first floor of the new building will be devoted to the private offices of F. J. Stokes, president; R. M. Truitt, vice-president and secretary; Laurence H. Bailey, C. F. Coleman and John H. Silver, engi-



VIEW OF THE LOBBY

neers, and to space for the accounting department. The second floor will hold Mr. Bailey's laboratory, the drafting room, an employees' lunch room, the storeroom and the blue print department. The remainder of the executive offices will also be housed on the second floor.

* * * * *

The advertising of Lenthéric Parfums, Paris, is being handled by the Blackman Co., New York.

Total assets of the American Can Co. increased from \$135,076,125 in 1919, to \$167,977,164 in 1927, and net working capital from \$33,837,057 in 1919 to \$40,101,181 in 1927, according to a special analysis of the company issued by Bamberger Bros. The analysis points out the peculiar trend of the tin container manufacturing industry in that the old phrase "the country is living out of tin cans" has become an actual fact, as shown in the American Iron and Steel Institute report on tinplate production in the United States from 1904, when it was 387,288 long tons, to 1927, when it had increased to 1,568,525 long tons.

To illustrate further, the analysis says that the output of canned fruits and vegetables in the United States increased from 64,594,000 cases to 129,907,000 in 1925. The American Can Co., says the analyst, occupies today a position somewhat similar to that of General Motors and United States Steel in their respective fields.

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Fred Berk, of Santiago, Chile, representative in that country for the Stanley Manufacturing Co., Dayton, O., and other companies is spending a month in the United States. Mr. Berk arrived in New York October 1, remaining here for about three weeks arranging for several new agencies. He expects to spend some time in Dayton with officials of the Stanley Manufacturing Co., returning for another New York visit late this month. While in this country he may be reached in care of the National City Bank, New York.

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On October 4, George V. Sheffield, vice-president and treasurer of Innis, Speiden & Co., New York, celebrated the completion of forty-nine years in the business world. Through his long connection with the chemical industry, Mr. Sheffield has become one of the best known and best liked men in it.

We are anticipating with pleasure extending to him our congratulations upon the completion of his fiftieth year and hope that we may continue to extend our congratulation each year for many years in the future.

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Robert Hervey of Louis Dejonge & Co., New York, has returned from a six weeks' business trip to the Pacific coast and Southwest. He was much impressed with the activity in the state of Washington and with business conditions generally in the West.

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A. E. Mullen, general manager of American Perfumers Laboratories, New York City, has returned from a 1600 mile motor touring trip which took him to the Thousand Islands, Montreal and the Canadian Woods.

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On September 12, the E. de Haen Works of the J. D. Riedel-E. de Haen, A. G. of Seelze, Hannover, Germany, who are represented in this country and Canada by Pfaltz & Bauer, Inc., had a fire, consuming their entire stock of sulphur ether, benzol, and other dangerous chemicals, all told about 45 tons.

No damage was done to the plant or other stocks. The damage was completely covered by insurance. No delay in the delivery of chemicals has been caused by this fire.

* * * * *

The Neve Drug Stores, Inc., New York, has placed its advertising account with Griffin, Johnson & Mann, Inc., New York advertising agency. Newspapers will be used.

Carle C. Conway, president of the Continental Can Co., in a letter to stockholders referring to the recently proposed 100 per cent stock dividend on common shares said the surplus on July 31 was \$11,154,105. This compared with a surplus of \$9,626,910 at the close of last year. The increase was equivalent to \$2.15 a share on the 710,000 common shares. Earnings of the company for the seven months were in excess of \$5.50 a share.

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Joseph Rodié, head of Payan & Bertrand, Grasse, France, sailed on the *Rochambeau*, October 18, after a month's stay in the United States. This, Mr. Rodié's first visit, has made him enthusiastic over many features of the United States and of American life. His travels took him through the New England states and as far as Iowa, and south to Cincinnati. Niagara was, of course, included, and aside from this marvel of nature, Mr. Rodié was particularly impressed with the landscapes here which differ so much from his native France.

Many of the autumn flowers, including the aster, helianthus, solidago, etc., which are not familiar in France, had his special attention, as he is a well-educated and well-read botanist. He made trips to Long Island and New Jersey, and spent several days at the Botanical Garden in Bronx Park. The Field Museum in Chicago appealed to him probably more than any other museum he visited here, where he was astonished to find a specimen of the extinct New Zealand bird, the "Moa." It was first observed by hardly navigators in the 16th century. Mr. Rodié was amazed at the size of the American industry and pleased to have met so many of its leading figures.

He hopes to repeat his visits to the United States annually, being urged to carry out this program by his American agent, E. Lelong, 130 Pearl street, New York City, with whom he made his headquarters.

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Arthur C. Drury, head of A. C. Drury & Co., Chicago, spent several days in New York early in October, calling on the Wangler-Budd Co., Inc., Lockwood Brackett Co., Philipp Brothers, Inc., Schliemann Companies, Inc., and Hammill & Gillespie, Inc., the Eastern firms which he represents in the Chicago territory. While here he completed arrangements to act as distributor in Chicago and adjacent territory for H. J. Baker & Brother, New York, sole sales agents in the United States for John & E. Sturge, Ltd., Birmingham, England. His house will also represent the Baker firm in the sale of imported spermaceti in the same territory.

Mr. Drury states that business in the Middle West is very satisfactory and that there has been a distinct improvement during the last few weeks. He is in the position to speak with authority upon this question, owing to the rapid growth of A. C. Drury & Co., which is not surpassed by that of any similar house in the Middle Western territory.

Mr. Drury has adopted a novel slogan for his firm: "At the crossroads of the nation."



A. C. DRURY

Julius Schmid, president of the organization which bears his name, and John T. O'Connell, secretary of the company, returned on the *Resolute* September 21 from a four months' trip abroad which included visits to the principal places of interest in France, Switzerland, Spain, Italy and Germany. The trip was doubly interesting because Mr. Schmid visited many places by motor.

An incident of particular interest was the friendship which developed between Mr. Schmid and Mr. O'Connell and the German flyers, Baron von Huenefeld, Major Fitzmaurice, and Captain Koehl, who were fellow passengers



LEFT TO RIGHT: MAJOR FITZMAURICE, MRS. FITZMAURICE, PATRICIA FITZMAURICE, JULIUS SCHMID, MRS. KOEHL, BARON VON HUENEFELD, MR. O'CONNELL, CAPTAIN KOEHL.

on the *Columbus* after their rousing welcome in the United States. The accompanying photograph shows, from left to right, Major Fitzmaurice, Mrs. Fitzmaurice, their daughter Patricia, Mr. Schmid, Mrs. Koehl, Baron von Huenefeld, Mr. O'Connell and Captain Koehl.

On their return to the New York office, Mr. Schmid and Mr. O'Connell were given a reception by their associates.

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Luis Carlos Baena, the son of the agent for Fritzsche Brothers, Inc., in Colombia, with Mrs. Baena, sailed from New York on the *Majestic* October 5 for a visit of three or four months in Paris. Mr. and Mrs. Baena came here from their home in Baranquilla, Colombia, some time ago, and Mr. Baena has been spending the intervening time at the offices of Fritzsche Brothers in New York City. After their visit in Paris, Mr. and Mrs. Baena will return to Colombia.

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Emile Schlienger, senior partner of Bertrand Frères, Grasse, and P. R. Dreyer, president of P. R. Dreyer, Inc., his American representative, are engaged in a lengthy business trip calling on the trade throughout the Middle West. They expect to return to New York about November 1.

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Walter L. Filmer, for many years manager of the Chicago branch of the Monsanto Chemical Works, has resigned that connection. Mr. Filmer advises us that his plans for the future are as yet unsettled, but that he will continue in a consulting capacity with his former connection for the time being.

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The American Commercial Alcohol Corp., New York, begins on advertising page 47 a series of announcements which is designed to acquaint our readers with the alcohol and other products which it manufactures.

Business record since our last report:

Pallas Mfg. Co., Inc., brass vanity cases, 463 East 133rd street. By George W. Kyle & Co., Inc., for \$28; Samuel S. Ullman, \$485; Frank M. Milford, \$450. William Weiss was appointed receiver, under \$1,500 bond, by Judge Winslow. Liabilities \$42,805, assets \$18,943, main items being accounts, \$10,343; fixtures and machinery, \$7,000. Principal creditors listed are Seaboard National Bank, \$10,500; American Brass Co., \$7,949; Gries Machine Co., \$2,669.

Charles V. Sparhawk Corporation. On complaint of the Dow Chemical Co. Theodore Connet, Newark, N. J., appointed statutory receiver in chancery proceedings.

George Courtois, importer of perfumes, 127 Madison avenue. Edwin K. Bertine appointed receiver under \$500 bond, by Judge Winslow. Liabilities not stated; assets, about \$1,500.

Harry Cooper, druggist, 1027 East 167th street, bankruptcy petition, liabilities, \$10,187; no assets.

Jacob H. Mirsky, druggist, 126 West 48th street, filed bankruptcy petition.

Victor H. Kopald, druggist, 629 Gates avenue, Brooklyn. No schedules attached; the liabilities are about \$13,000 and assets, \$3,000. Judge Campbell has appointed Thomas F. Reilly receiver in bond of \$1,000.

Saleem F. Haddad, drugs and chemicals, 83 Broad street. Liabilities \$19,388; assets, \$30,587, main items being stock, \$12,000; fixtures, \$18,000. Principal creditors listed are Delancey K., Emily A. K. and Peter Augustus Jay, \$6,500; Frederic C. Leubuscher, \$3,000. William Weiss appointed receiver under \$1,000 bond, by Judge Winslow.

Joseph M. Friedberg, druggist, 192 Brook avenue. Liabilities, \$20,378; assets, \$2,500, consisting of stock and fixtures. Principal creditors listed are Solomon M. Gerver, \$5,875, secured by notes; United States Government, \$1,608 on claim arising out of violation of National Prohibition act. William Henkel appointed receiver under \$500 bond, by Judge Goddard.

Benjamin S. Steinberg, retail druggist, 378 Utica avenue, Brooklyn, by Frank Lerner for \$330. Joseph Rottenberg \$306 and Schonfeld & Rubin \$250. Judge Campbell has appointed Albert Prigohzy receiver in bond of \$1,500.

Club Pharmacy, 120 West 44th street. Liabilities, \$15,820; assets unknown. Samuel Holzman is the principal creditor listed on a claim of \$12,500 which is partially secured by a chattel mortgage. The members of the firm are Leon Sanger and Harry A. Brookman.

Max Sandler, trading as Shelbourne Pharmacy, 101 Brighton Beach avenue, Brooklyn, by Frederick Schwartz for \$179.55; U. S. Drug Corp., \$331.61; Florence G. Glass, \$3,500. Judge Moscovitz has appointed Harold L. Cowin receiver in bond of \$2,500.

Samuel Tushban, druggist, 188 Parkside avenue, Brooklyn. No schedule attached.

Jacob Benekson, druggist, 24 Elliot place, Brooklyn. Liabilities \$50,709.80 and assets of \$15,000.

Edgar L. Moadlinger, drugs, North Main street, Port Chester, N. Y. Liabilities, \$14,427; assets, \$4,045, main item being stock, \$3,000. Composition confirmed.

Samuel G. Handler, druggist, 419 Lenox avenue. Liabilities, \$7,296; assets, \$2,500.

Charles C. Johnson, a cosmetic salesman, 146 East 54th street. Liabilities, \$6,844; assets, \$75. Principal creditors are Fred A. Bishop, \$1,350; Sanford E. Smith, Stoney Brook, L. I., \$1,125.

The Nestle-LeMur Co., Inc., New York, formed through the merger of the C. Nestle Co., New York, and the LeMur Co., Cleveland, beauty parlor accessories, has appointed Jules P. Storm & Sons, Inc., New York advertising agency to direct its advertising account. An educational program is planned among beauty parlor operators to assist them in giving better service.

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Johnson & Johnson, New Brunswick, N. J., have appointed Young & Rubicam, Inc., New York advertising agency, to direct the advertising of their Baby Products Division. This is in addition to the advertising account of the First Aid Division, which is also directed by Young & Rubicam.

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Dr. Adolf Sarauw, a member of the firm of Ferd. Baller & Co., essential oils, Messina, Italy, arrived on the Columbus, October 1, for a visit of about a month to the American trade. He is making his headquarters with Charles L. Huisking & Co., New York City, his American representative. Dr. Sarauw expects to return home about the first of November.

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An unusual advertisement on page 15 of this issue is that of the Continental Can Co., which calls attention to the fact that many of the supplies carried by the Byrd Antarctic Expedition are packed in tins manufactured by the company. Both the text and the pictures hook the product up with the expedition in very effective fashion.

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Mr. and Mrs. Henry Pfaltz sailed on the "Patria" September 26 for a lengthy visit in Europe. They expect to be abroad for about a year and to travel extensively through the Continent. They will visit Mr. Pfaltz's mother, Mrs. Adela Pfaltz in Malaga, Spain, and help her celebrate her 90th birthday on October 26. Mr. and Mrs. Pfaltz are the parents of Mrs. A. L. van Ameringen.

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An attractive new type of metal label is featured in this month's insert of the Stanley Manufacturing Co., Dayton, Ohio, which appears in this issue between advertising pages 82 and 83.

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The executive and sales office of Anna D. Adams, Chicago, manufacturer of toilet preparations, has been moved to 1358 East 63rd street. The new address is most convenient to Chicago's business center and affords excellent transportation facilities. New telephone number is Hyde Park 0840.

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Warning against a new counterfeit \$10 Federal Reserve note was issued yesterday by the Treasury Department. It is reported to be a poor photo-mechanical reproduction, printed on two sheets of paper with silk threads between. The note is drawn on the Federal Reserve Bank of Boston, series of 1914, check letter A, with signatures of Frank White and A. W. Mellon and a portrait of Jackson.

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The Gray-Miller Corporation, Allentown, Pa., manufacturer of Milray liquid flea soap, has placed its advertising account with May & Dippy, Inc., Philadelphia advertising agency. Newspapers and magazines will be used.

Chicago Trade Notes

Contracts have been signed for the sale of the MacLean Drug Co. chain of drug stores in Chicago to the L. K. Liggett Co., subsidiary of Drug, Inc., for a reported price of approximately \$1,500,000. The consideration was largely cash, a small amount of Drug, Inc., being included. The actual transfer of the properties is expected to be effected around the end of the month.

The MacLean chain consists of fifteen drug stores in the Loop and other sections of Chicago, with space under lease for two other stores. This acquisition will bring the Liggett chain in Chicago to thirty stores, Buck & Raynor and the Portes Drug Co. having been taken over previously.

Negotiations in behalf of Liggett were conducted by Attorneys Herbert J. Friedman and Charles K. Schwartz.

Col. Alexander Stone, assistant to the president of the World's Fair Centennial Celebration, substituted for Dr. Allen Diehl Albert as speaker at the regular monthly luncheon of the Chicago Drug and Chemical Association at the Medical and Dental Arts Club on September 27. He told the members something of the history of the city of Chicago and why the forthcoming World's Fair was of vital interest to the drug and chemical trade and the members were for the movement to the last man.

More than seventy members and their guests were on hand for the first autumn meeting and President B. F. Zimmer and Secretary Will Erb kept them busy during the session. Two boxes of choice cigars went to the lucky members who drew the right number. John L. Fitzhenry of the Chicago Elevated Advertising Co. and James D. O'Rourke, of the Owens Bottle Co. were passed for membership in the club. President Zimmer has plans to keep the members pepped up for the autumn and winter months and is aiming for one hundred at the next monthly meeting and luncheon.

Glen A. Lloyd, Thomas L. Marshall and F. E. Lundgreen have organized the O'Dor Nox Chemical Co. with offices at 441 West Erie street, Chicago. The company has 40,000 shares of no par value of common stock.

Armour Soap Works, Swift & Co., and other large soap companies are sending out their special holiday gift package offers to their stockholders. The Armour offer is packed in a leatherette over night case with sixteen selected items from its line and is offered to the stockholders and their friends at one-third retail value.

The Orange Crush Co. has increased its capital stock from \$400,000 to \$500,000 to take care of the expansion of the business.

Alexander Howich, Julius M. Tankel and Rudolph Scher have organized the Howich Co., with headquarters at 1860 Madison street, Chicago, to deal in cosmetics, perfumes and drugs.

E. M. Davis, F. R. Schmidt and R. L. Schmidt have organized the Davis Household Products Co., with offices at 236 West North avenue, Chicago, to manufacture and deal in soaps and polishes. The new company has 2,000 shares of no par value.

H. N. Pearson has joined the selling organization of Charles A. Rindell, Inc. Mr. Pearson will handle the territory formerly covered by Charles M. Madden.

Otto Haas, of Kraut & Dohnal, treasurer of the National Beauty and Barber Supply Dealers' Association, accompanied by Fred Dolle, of Chicago, and Charles M. Dickson, of Sioux City, Iowa, represented the organization at the funeral of Alfred J. Krank, in St. Paul, Minn. Many beautiful floral offerings were sent by friends in the trade.

Israel Shrimski, vice-president of Bauer & Black, died recently of heart attack. He was 60 years of age and had been connected with the company for the last 25 years. He was well-known to the trade.

Lester L. Bauer, R. Hyman and Theodore Revzan have organized the Karl Moses Co., with offices at 2731 North Clark street, Chicago, to handle imported cosmetics and other products.

The Chicago flavoring extract and spice trades are extending congratulations to Jack Bond president of the Wixon Spice Co. on his marriage last month.

C. R. Walgreen, head of the Walgreen chain of drug stores, has purchased a powerful twin motor airplane with a carrying capacity of eleven people for his personal use.

The Walgreen chain continues to expand; the latest store to be opened is at 61st and Cottage Grove avenue. Other locations are being sought in various parts of the city. The company will spend \$200,000 to remodel the building at 4th and Walnut, Louisville, for a new store.

W. D. Nance, Carl Krah and John Stone have organized the Swirllette Corporation, Ltd., with offices at 6610 Kenwood avenue, Chicago, to manufacture toilet preparations of all kinds. The new company has 1,000 shares of stock of no par value.

The Abbott Laboratories, the Wixon Spice Co. and the Sunsent Products Co., all of Chicago have added new equipment to increase their manufacturing facilities.

The Delaware Powers Co. and the Maryland Drug Co., located at 900 Rush street have been sold by the M. Tauber Company to close the business of both companies.

Raymond B. Yingling, sales manager of the Noxzema Chemical Co., of Baltimore, was a business visitor in the Chicago market last month.

B. A. Larson, Joe Sternsheim and Rueben Zeitlin have organized the Lastern Co., with offices at 5560 Lawrence avenue, Chicago, to deal in drugs, perfumes and other lines of merchandise.

The stock and machinery of the bankrupt Riggs O. Dean Co. were sold at auction by the Winternitz Co. last month. There was a good representation from the trade on hand for the sale.

Northwestern Trade Notes

The Rochester Laboratories, Inc., Delaware, has been organized to establish dealerships in Wisconsin and other northwest states for the distribution of chemicals and drug products. The firm will be represented in Wisconsin with a financial backing of \$50,000.

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John Dargavel, secretary of the State Board of Pharmacy, and State Inspector John Lund, Minneapolis, spent several days during the latter part of September in Albert Lea, Minnesota, on business.

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Joseph F. Fairfax, associated with the E. I. du Pont de Nemours Co. for 30 years, died September 28 at Minneapolis. He was 80 years of age. Mr. Fairfax was born in Boston, going to Minneapolis in 1894. Surviving him are his widow, a son, Frank H., and a daughter, Nell.

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Cad Diddy, northwestern district manager for the William S. Merrel Co., manufacturing chemists of Ohio, died September 29 at St. Mary's Hospital, Rochester, Minnesota. Mr. Diddy had been a resident of Minneapolis for 27 years, and was 57 years old at the time of death. He is survived by his widow and a daughter, Marjorie. He was a member of the Quarter Century Cavalry Club and the Travelers Auxiliary of the Minnesota Pharmaceutical Association.

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Carl Mootz, age 53, one of the most well known druggists in Milwaukee, died last month after a long illness. He owned a large drug store at 604 Mitchell St.

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According to the Wisconsin Manufacturers' Association, eleven Wisconsin factories produce \$6,100,303 worth of flavoring syrups each year.

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Many perfume and cosmetic firms will enter displays and the annual House and Food Show which will be held at the Milwaukee Auditorium on the last days in October. Each year sees many perfume, cosmetic and flavoring extract firms exhibiting, in addition to firms in various other lines. A large number of the prominent beauty parlors in the city are also represented each year.

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The French Battery Co., Madison, Wis., nationally known battery manufacturers, will soon begin the manufacture of shaving soap. Officials of the firm state the plans for this new project have just about been completed. It is planned to build a special addition to the Madison plant to take care of the new enterprise.

New Orleans Notes

The I. L. Lyons Co. has changed the name of one of its most important products. In the future "Lyons Prickly Heat Powder" will be known as "Lyons Supreme Powder." The company is featuring the change in its advertising and reports that the popularity of the product has not diminished through the change.

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A constant volume of business, despite the reported depression in the New Orleans district, is reported by the perfume department of D. H. Holmes, Ltd., of New Orleans. Sales of perfumes and creams are about equally important, according to Mrs. M. Brandt, department manager. Holmes is one of the largest New Orleans department stores.

A steady business, without any unusual ups or downs, is reported by P. J. Ray, perfume and facial cream manufacturer of New Orleans, located in the historic old French Quarter. Mr. Ray caters to both wholesale and retail trade, doing mostly an out-of-town business. He features creams rather than perfumes. Pomades of various kinds form another large staple. Mr. Ray also manufactures barber lotions.

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One of the largest perfume retailing departments in New Orleans is at Maison Blanche, one of the city's two largest department stores. Approximately thirty odors are handled in the department, according to I. Solomon, department manager. The perfume sales are chiefly foreign goods. Coty, Houbigant and Guerlain are the principal foreign lines carried. There is, however, a distinct preference for American rather than foreign creams. Fourteen clerks are kept busy supplying the needs of the department's many customers.

Pacific Coast Notes

The Hirschman Drug Co., San Pedro, Calif., has been incorporated for the purpose of establishing a chain of neighborhood drug stores in that city. The men financially interested in the enterprise are Albert B. Hirschman, president; O. Paul Abrams, vice-president; and Francisco S. Maldonado, secretary-treasurer. Two stores already are being operated by the firm, one at 5th and Beacon streets, and the other at Santa Cruz street and Pacific avenue.

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Owing to the rapid increase in the business of M. B. Abrahams, Pacific Coast distributor for the George V. Gross Co., the Helfrich Laboratories and the Leeben Chemical Co., Inc. He has opened a new salesroom and warehouse at 788 South San Pedro street, Los Angeles, where he will stock the complete lines of the above concerns for distribution over the entire Pacific Coast.

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The Weaver-Jackson Co., operating a number of beauty parlors in Los Angeles, with main offices at 621 South Olive street, is marketing a number of toilet preparations. At present the market is confined to Southern California, where the radio is used in advertising.

Synthetic Perfume Material Imports Increase

The total amount of imports into the United States (entered for consumption) of synthetic perfume materials under the heading, "anathol, citral, geraniol, heliotropin, ionone, rhodinol safrol and terpineol" amounted in 1927 to 170,607 pounds, valued at \$46,924. This is an increase over the amount imported in 1926, which was 79,388 pounds, having a value of \$28,057, and the amount imported in 1925, which was 46,605 pounds, valued at \$14,519.

During the first six months of 1928, imports of these synthetic perfume materials entered for consumption amounted to 84,000 pounds. Of this total, terpineol constituted the major portion, over 66,000 pounds being entered, 98 per cent of which came from Germany and the remainder from France. Geraniol was the second in importance in this class, 9,780 pounds having been entered for consumption during this same period.

IN MEMORIAM FOR DEPARTED FRIENDS

CHIRIS, MME. LÉON, mother of Georges Chiris, present head of the Etablissements Antoine Chiris, Paris and Grasse, France, October, 1926.

CHRONISTER, VAL H., president of the Val-O Chemical Co., Decatur, Ill., October, 1926.

FOX, OSCAR, president of the Standard Extract Works, New York, at Perth Amboy, N. J., October, 1925.

FRENCH, HOWARD BARCLAY, head of the Samuel H. French Co., Philadelphia, at Radnor, Pa., October, 1924.

GROSSMITH, STANLEY, chairman of J. Grossmith & Son, Ltd., perfumers, London, October, 1924.

HYATT, HERBERT OGDEN, president and treasurer of the Brass Goods Mfg. Co., Brooklyn, October, 1924.

KILLEEN, EDWARD VINCENT, JR., son of E. V. Killeen, vice-president of George Lueders & Co., died in the service of his country, October, 1918.

LAYMAN, FREDERICK NOEL, managing director Wright, Layman & Umney, Ltd., soaps and perfumes, London, October, 1926.

LIND, MONROE P., one of the founders of the Schandin & Lind Co., now the Garwood Co., manufacturing perfumers, Philadelphia, Pa., October, 1926.

MASON, DR. FREDERICK S., for many years American manager for Parfumerie Rigaud, in Paris, October, 1927.

MENNEN, MRS. ELMA C., president of the Mennen Chemical Co., Newark, N. J., October, 1917.

PAGE, PERCY E., retired vice-president of Talcum Puff Co., Brooklyn, N. Y., at Smithfield, N. C., October, 1927.

THOMAS, JOSEPH, formerly proprietor of the De Milo Perfume Co., New York, October, 1924.

UMNEY, JOHN CHARLES, F. C. S., Ph.C., editor, author and essential oil authority, London, Eng., October, 1919.

WEBB, JAMES A., of James A. Webb & Sons, cologne spirits, New York City, October, 1910.

WESENER, DR. JOHN A., president of the Columbus Laboratories, Chicago, Ill., October, 1926.

Louis Runkel

Louis Runkel, the veteran chocolate manufacturer, who was known personally and otherwise to quite a number of our readers through association activities, died October 5 at his home in Riverside Drive, New York City. Born 77 years ago, he came early in life to New York and in 1870 started a small chocolate factory, which steadily grew until the present establishment, Runkel Brothers, Inc., is one of the largest in the industry. Until he became ill a month ago Mr. Runkel continued in active charge. He married twice. His widow, Mrs. Meuse Runkel, and a brother, Albert Runkel, survive. Two nephews, Ernest D. and Maurice Fieux, are respectively secretary and treasurer of the company, of which the deceased was president.

Harry N. Baumeister

Harry N. Baumeister, factory manager and salesman for Innis, Speiden & Co., this city, died September 18 at his home in Jersey City, N. J. He was sixty-one years old and had been with Innis, Speiden & Co. for sixteen years.

Begin on Fundamentals

Practice on little things that you may be able to proceed with greater things.—*Silent Partner.*

BOOK REVIEWS

(Copies of Books Reviewed in this Column, and Other Works Useful to Our Readers may be Obtained through the Book Department of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW, 81 Fulton street, New York.)

Another Record of Progress

CHEMISTRY IN MEDICINE, edited by Dr. Julius Stieglitz and an advisory board, 757 pages, 5½ by 7½ in., The Chemical Foundation, Inc., New York, 1928. Price \$2.00.

The progress of medical science in the last quarter century has been amazing yet so little have the scientists who have accomplished the work cared for publicity that few know their names and as few realize the national and racial benefits which their work has brought. In the great mass of technical and scientific reports which constitute the record of scientific progress are to be found some most interesting stories and some tales of achievement almost unparalleled even in fiction. The recital of some of these tales constitutes the present work which its publishers call "our greatest book."

The list of contributors reads like a veritable "Who's Who" of medical science. Over forty specialists in their various fields have collaborated to make the work an adequate history of recent medical progress and a record of the part which chemistry has played in bringing about the progress. In the scope of a brief review, it is impossible even to list the many subjects of general interest which the volume discusses. All of the many topics are handled from the point of view of the layman and the work itself will make a notable addition to the recent popular and semi-technical literature.

The publishers have printed it upon thin paper, in clear, readable type and have bound it most attractively in black limp leather. It will find its place in many a library and better still will be read and re-read with increasing interest. We would commend the Chemical Foundation for this further evidence of its desire to interpret American chemistry to the public, now fortunately beginning to realize how important the science is to the public welfare.

More Solubility Tables

SOLUBILITIES OF INORGANIC AND ORGANIC COMPOUNDS, by Atherton Seidell, Ph.D., Supplement to the Second Edition. 570 pages numbered consecutively with the Second Edition. D. Van Nostrand Co., Inc., New York, 1928. Price \$8.00.

This work is a continuation and revision of the data included in the author's well-known table of solubilities and is prepared as a supplement with a complete index not only of the data in this volume but of that in the former work as well. Considerations of expense and convenience to owners of the former edition prompted the author and publisher to offer the work in this manner and while it is not the best possible arrangement, the complete index will make it not too difficult to use.

The mass of data could hardly have been compiled were it not for the author's exceptional position for access to the work of others in making the determinations upon which it is based. It is unnecessary to comment upon the usefulness of the work especially on organic compounds where less data of the sort is available than in the case of inorganic materials.

NEW PUBLICATIONS, PRICE LISTS, ETC.

STANLEY MFG. CO., Dayton, Ohio, has issued a handsome brochure entitled "Suggestions for the Use of Stanley Seal, Label and Name Plate Creations in Real Metal." The book is profusely illustrated with designs suitable for numerous branches of trade and a wide variety of purposes. The influence of package design and ornamentation on sales has probably found its greatest development in the field of cosmetics, perfumes and beautifiers, a fact which is well and favorably known to the trade. Naturally special attention is given to illustrations depicting the metal embossed seals and labels for bottles, jars, boxes and packages particularly available for these allied industries, but the Stanley company also devotes much attention to numerous other fields, including candy, automobiles, clothing, household appliances, furniture, jewelry and others too many to list here. The Stanley art department, it is announced, is ever ready to design additional labels and seals, suitable for individual requirements, or anniversaries, or other purposes. A copy of the brochure is well worth sending for.

The Stanley company also is sending out to the trade a circular, with sample attached, citing the possibilities of using embossed metal seals, labels and name plates on the calling cards of salesmen, or other cards used in business. The attractiveness of the sample gives every evidence that this unique idea would work out well in practice. A note to P. C. Hunter, sales manager, will produce sample, with information.

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HELENA RUBINSTEIN, 8 East 57th street, New York City, has forwarded us *The Voice of Beauty* for the autumn of 1928. This attractive little magazine is as replete as ever with information regarding the Rubinstein products and is gotten up in its usual striking style.

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UNGERER & Co., INC., New York, have issued a new wholesale price list for October and November, 1928. It consists of 24 pages of well-printed announcements of the volatile oils, aromatic chemicals, floral flavors and numerous other products for the use of perfumers, flavoring extract manufacturers and soap makers, as well as the Naef creations and "Staffallen" specialties.

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ADAMS LABORATORIES, INC., Waterloo, Iowa, has issued an attractive little folder entitled "Lady Vee-Ja's Book of Beauty," giving beauty rules and describing the Lady Vee-Ja line of toilet preparations.

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J. W. MARROW MFG. CO., Chicago, has issued a circular describing a new shampoo oil. This new product has been named "Mar-O-Oil" following a prize contest for beauty shop owners for suggesting a name for the product. The contest was won by Miss Margaret M. Lydon, of Everett, Mass.

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USINES DE L'ALLONDON S. A., La Plaine, Geneva, Switzerland, has issued a new price list of essential oils, aromatic synthetics, soap compounds and other products, together with prices and descriptions of the various specialties manufactured in the Allondon laboratories.

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BULLETIN OF THE METROPOLITAN MUSEUM OF ART, Volume XXIII, No. 9, is at hand. It is generously illustrated and gives lists of lectures for the winter season and other information of interest.

NEW INCORPORATIONS

NOTE.—Addresses are given, so far as they are available, of the incorporators. Otherwise, letters or other first class mail may be sent in care of attorneys or trust companies, endorsed with requests to "PLEASE FORWARD."

Pierre Dumonde, Inc., 412 Orleans street, Chicago, Ill., deal in perfumes and cosmetics, 25 shares no par value, has been incorporated by Walter W. Baldwin, L. B. Weill and Harry G. Baldwin.

Blue Crosse Products Co., Newark, N. J., to manufacture face lotions, \$20,000, has been incorporated.

Vivacia Corporation, to make cosmetics, \$1,000 and Kalto Corporation, make perfumes, \$1,000, both of Brooklyn, N. Y. E. P. Seelman, 261 Broadway, New York, N. Y.

Gertrude Beauty Shop, Manhattan Borough, New York City, hairdressing, 50 shares common stock. Pompan, Price & Greenwald, 38 Park Row, New York, N. Y.

Original Products Corporation, Manhattan Borough, New York City, disinfectants, etc., \$5,000. Littau & Seligson, 1440 Broadway, New York, N. Y.

Frajon Barber Shops and Beauty Parlors, Manhattan Borough, New York City, \$10,000. M. Berwitz, 299 Broadway, New York.

Lebanon Perfume Co., Manhattan Borough, New York City, \$5,000. R. M. Cantor, 51 Chambers street, New York, N. Y.

Prune-Joy Corporation, Brooklyn, N. Y., carbonated beverages, \$50,000. G. A. Steckenberg, 290 Broadway, New York.

Waltke Soap Co., Tampa, Florida, 250 shares of no par stock. Directors are W. A. Waltke, F. J. Woods and W. C. Brooker.

Barbara Haynes, Manhattan Borough, New York City, cosmetics, \$10,000 preferred and 100 shares common stock. White & Wetherill, Philadelphia, Pa.

Shaver's Beauty Salon, Albany, N. Y., hairdressing, 200 shares of common stock. G. B. Snyder, Albany, N. Y.

Pyramid Supply & Mfg. Co., Philadelphia, soaps, \$15,000. I. J. Gough, Drexel Hill.

Fountain of Venus, Inc., Manhattan Borough, New York City, beauty parlor business, \$20,000. Berko & Berko, 12 East 41st street, New York, N. Y.

Pennstead Products Co., Camden, N. J., manufacture soaps, \$100,000. T. H. Rowland, Camden, N. J.

Maltzyme Products Corporation, Queens Borough, New York City, cosmetics, \$100,000. C. B. Schwanda, Long Island City, New York.

Curran Laboratories, Bronx Borough, New York City, cosmetics. B. P. Newitt, 111 Broadway, New York, N. Y.

Lindy Barber Shop, Inc., Newark, N. J., \$25,000. Samuel H. Gooen, 45 Branford place, Newark, N. J.

Perfume Sprayer Vending Corporation, Manhattan Borough, New York City, \$25,000 preferred and 1,000 shares of common stock, J. A. Gettenberg, 1,476 Broadway, New York.

Scientific Cosmetic Laboratories, Inc., Wilmington, Del., cosmetics, \$10,000, 200 shares common stock. Corporation Trust Company of America, Wilmington, Del.

LOUIS DEJONGE & Co., New York, have issued a leaflet entitled "Uncoated Facts on Coated Papers." The booklet was prepared by R. H. Hervey, assistant to the president of the company, and discusses various points regarding the manufacture, quality and use of coated papers of various kinds. Copies may be had upon application to the company.



Toronto

Canada led the United Kingdom by more than \$100,000,000 in total trade, both exports and imports, with the United States during the first six months of 1928. During that period Canada bought more American exports and in return sold to the United States more of its imports than any other country in the world. The total trade between the two countries was \$661,000,000, compared with Great Britain's \$560,000,000, the second best buyer and third best seller.

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T. A. McGillivray, of McGillivray Brothers, Toronto, Canadian representatives for Yardley's, has gone on a business trip to the old country.

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Vancouver, B. C., has been decided upon as the meeting-place for the Canadian Pharmaceutical Association in 1929.

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The American Pharmaceutical Association has accepted the invitation of the C. Ph. A. to hold its annual convention in 1932 in Toronto.

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La Marie Beautifiers, Ottawa, Ont., intend opening a United States branch at Ogdensburg, N. Y., to cater to the American trade. Mme. Marie (Mrs. Walters) hopes to have this branch ready this autumn.

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J. R. Devine, 52 Poucher street, Toronto, is a new man in the business of making perfumes and toilet goods. He made his first showing at this year's Toronto Exhibition.

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The 49th session of the Ontario College of Pharmacy opened on September 18 for the first year students and September 22 for the second year men.

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Dr. A. P. Chown has sold his drug business at Kingston, Ont., established 45 years ago and will make his home in California.

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Dubuc Product Co. is the name of a new drug and chemical concern incorporated under Quebec license, with a capital of \$99,000, and headquarters at Chicoutimi, Que.

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W. T. Strong's Drug Store, Ltd., London, Ont., has just celebrated its fifty-fourth birthday, having been established by the late W. T. Strong in 1874.

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Dominion Distillers Cons. are reported to have acquired the business of Canadian Distillers, Ltd.

Montreal

At the close of one of the briskest summer seasons that Montreal has ever known, both as regards business in general, and the perfumery and allied trades in particular, the trade is taking a brief breathing space before launching into the winter trade which, although somewhat different in nature, promises to be equally prosperous.

Right up to the end of September, although the holiday resort business had fallen off and the tourist trade was slackening down, Montreal still kept thoroughly busy with conventions, which brought big crowds into the city and kept the retailers in the centre of the city and near the hotels as busy as ever. Looking a few months ahead, the Tourist and Convention Bureau expects quite a heavy influx of visitors during the winter too, as with the cooperation of the Winter Sports Association, they hope to bring bigger crowds than ever for the annual skiing and tobogganing season on the mountain slopes. So the demand should be good for all those lines that look to preservation of the skin against rude winter blasts, and make it possible to go from the mountain slopes to the hotel ballroom in quick time without showing after effects.

Generally, the business prospects for next winter are good. A big crop, lots of money in the farmer's pockets, record orders for new agricultural apparatus for the west, steel and iron plants working to capacity and with orders far ahead, there will be money in the people's pockets next winter and the perfumer will get his share of it if he goes after it.

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During the latter part of September the T. Eaton Co., Ltd., had a visit for a couple of weeks of Miss Ford, from the Dorothy Gray Salon of New York, attending the toilet goods counter each day to give advice as regards beauty problems and skin preservation to customers.

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The Jones Bros. of Canada report that orders for the first six months of 1928 exceed the total orders for 1927. They look forward to running to capacity for at least twelve months.

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The American Druggists' Syndicate has established a branch organization in Montreal, with \$49,000 capitalization, to carry on a similar merchandizing policy to the A. D. S. in the United States. E. J. Rosenwald is president, J. Seelinger vice-president, and J. J. Regan secretary-treasurer.

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The Dubuc Products Co., Ltd., has been incorporated by L. J. Dubuc, Dame A. D. Dubuc and M. Mignault, in Chicoutimi, Que., with a capitalization of \$99,000. The

charter objects are the manufacture and refining, and wholesale distribution of chemical products, soaps, ethyl products, superphosphates, etc.

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John MacFarlane & Son, Ltd., have been incorporated with \$50,000 capitalization, in Montreal, to deal in chemicals, oils, coal tar products, etc.

* * * *

J. A. Racine, Ltd., has been incorporated in Montreal capitalized at \$15,000, to deal in and manufacture chemical products, laboratory supplies, etc. J. A. Racine, R. Desaulniers, F. Proulx, U. Racine and J. Meloche are the charter members of the firm.

Canadian Perfumers' Association Progress

Progress is being made in perfecting the organization of Canadian perfumers which was formed on August 7 as the Association of Licensed Manufacturing Perfumers of Canada. President Albert Bellefontaine and Eastern secretary G. H. Marceau have been working along the lines suggested



ALBERT BELLEFONTAINE



G. H. MARCEAU

at the first meeting of the group and have succeeded in interesting several other firms in the Montreal and Quebec territory in the organization. Additional memberships already secured include the Canada Drug Co., Montreal, represented by Mr. Martineau and the G. A. Lewis Manufacturing Co., Montreal, represented by G. A. Lewis.

One of the first matters which will be considered by the association will be that of the excise regulations. General sentiment among the members is that these regulations should be amended, due regard being taken, of course, to the protection of the revenues. By-laws of the association are now being drafted and will be presented at an early meeting. An active drive for membership is to be undertaken by two membership committees, the first for Ontario, consisting of R. W. McLarty of R. W. McLarty, Ltd., Toronto; J. G. Zyrd, Zyrd Manufacturing Co., Toronto; H. E. March, T. Eaton Co., Ltd., Toronto; and the second for Quebec and the Eastern provinces consisting of Albert Bellefontaine, Parfumerie Bellefontaine, Ltd., Montreal; G. H. Marceau, J. A. Marceau, Ltd., Montreal and Hector Lacroix, Renovator Chemical Co., Ltd., Montreal.

Restoring Price Cuts

Any poor business man can cut prices, says the *Silent Partner*, but it takes a powerfully good business man to put prices back where they belong after they have been butchered.

Some Recent Canadian Statistics

Canada replaced Great Britain as the leading importer from the United States in the fiscal year ending June 30, 1928. Lawrence B. Mann, of the Department of Commerce, analyzing the export trade of the United States for the year, found that it declined in all countries except North America and Africa. His figures for Canadian imports show that there was an increase amounting to \$74,000,000, most of which was accounted for by sales of grain, automobiles and tractors. Reviewing the first half of 1928, the Department of Commerce found it was the most active period of business in the history of the Dominion. The volume of business generally over the same period in 1927 is rated at 14 per cent.

Canada's population, as estimated by the Bureau of Statistics, shows a total of 9,658,000, an increase of 139,000 over the estimate of a year ago. The different provinces show population in 1927 and 1928 as follows:

	1927	1928
Prince Edward Island.....	86,700	86,400
Nova Scotia.....	543,000	547,000
New Brunswick.....	411,000	415,000
Quebec.....	2,604,000	2,647,000
Ontario.....	3,187,000	3,229,000
Manitoba.....	647,000	655,000
Saskatchewan.....	836,000	851,000
Alberta.....	617,000	631,000
British Columbia.....	575,000	583,000
Yukon.....	3,470	3,500
Northwest Territories.....	9,050	9,200
Canada.....	9,519,000	9,658,000

At the beginning of 1927 Canada's investments abroad amounted to \$1,300,000,000, an amount approximately one-quarter as large as the \$5,500,000,000 of foreign investments in Canada. Of the total Canadian investment abroad, \$620,000,000 was accumulated in the years 1923 to 1926. The Bureau of Statistics estimates that during 1927 the Canadian public absorbed \$50,000,000 of new foreign bond issues and repurchased \$12,000,000 worth of Canadian public securities from British holders.

The imports into Canada of perfumery and cosmetics, etc., in 1923 were valued at \$762,000; in 1926 at \$1,029,000; in 1927, \$1,104,000; and 1928—last fiscal year, ending March 31—\$1,313,000.

"Brother Country" Beats "Mother Country"

Canada buys from us four times as much as she buys from England, the "mother country." It seems to be worth more to be a "brother country," comments the *New York American*. No mere figures can express the closeness of the relationship that has grown up between these two nations. Through travel and migrations, the peoples and the civilizations north and south of the line have become fused as one. We read the same magazines and books, speak the same language, think and do business the same way.

When the nations of the world get to know each other as the United States and Canada do, there will be no need to discuss the outlawry of war. There will be need for no more armament than now exists along the three thousand miles of our northern border.

Canadians play an extraordinarily large part in leadership in all branches of American life. The 1928-29 Who's Who, with its twenty-nine thousand names, lists 603 of them as born in Canada, and 41 of them as living in Canada. The difference between these figures partially indicates the debt of the United States to Canada for its men and women of character who have cast their lot with us.

Perfumes and Soaps at the Canadian National Exposition



1. THE ANDREW JERGENS CO. 2. HOUSE OF TRE-JUR. 3. RICHARD HUDNUT. 4. AND 5. TWO BOOTHS OF LEVER BROTHERS, LTD. 6. ARMAND, LTD.

Attendance records at the 49th annual Canadian National Exhibition, held in Toronto last month, were shattered—more than two million people passed through the gates to view this wonderful world's fair.

Many attractions were carried out by the fair authorities, and the display of soaps was fully equal to any previous fair. In fact one or two of the perfume exhibits were quite the talk of the fair grounds, and were a competition held as to beauty and effectiveness of display several of the soap houses would carry off some at least of the major prizes.

Richard Hudnut, Ltd., had an outstanding display. The background was a drop curtain of ostrich feathers in several gradations of blue. The ceiling, covered in tulle in the same tones as the drop curtain, was studded with silver paillettes. Another detail of the decoration consisted of numerous tassels of knotted ostrich in cyclamen shading into rose color. The young ladies in attendance were dressed in frocks of powder blue taffeta, with triangular shawl of blue georgette covered with silver paillettes. Silver slippers were worn. The entire background and dress ensemble were designed in Paris by Jules J. Brodeur and used for the first time at the Toronto Exhibition.

The Corson Co. depicted their Blossom-Time line of perfumes and their booth was a maze of cut flowers and blooms. A large mirror in the background was fringed with natural flowers, plants and ferns.

The Vinolia Co., Toronto, had an old-English setting for their booth, with lady attendants in early Victorian dress.

Armand, Limited, St. Thomas, had in their setting a

background of black silk plush, against which great bouquets of roses shone radiantly. Handsome crystal chandeliers threw a soft glow over the scene. Young lady attendants in Mid-Victorian furbelows and flounces answered questions. The centre of the booth had enthroned Lady Armand seated at a toilet table on which was set out the full Armand line.

Palmer's, Ltd., Montreal, displayed their "Ashes of Roses" and "Gay Paree" lines in elaborate cases set among flower stands and boxes which enhanced the beauty of the goods.

John Taylor & Co., Ltd., Toronto, gave over their whole booth to a display of Infants' Delight Soap. A young lady nurse distributed literature and samples of the soap. A motion picture at the back showed soap bubbles rising in multi-colored large and small balloons to the delight of the small visitors who passed the display.

Colgate & Co., Montreal, made an attractive display of their toiletries. Show cases effectively placed set off the display as a model perfume shop, with figure at the back showing a lady's boudoir with dressing table filled with Colgate articles.

G. H. Woods & Co., Toronto, makers of liquid soaps had a well-placed display of their varied lines. The striking feature was a miniature cascade throwing up foam set in the midst of a wood.

In the Grand Stand booths the displays, while perhaps not so elaborate as those in the Main Building, were equally as enticing. La Marie Beautifiers, Ottawa, made a showing of perfumes in Toronto for the first time. The company

had already been awarded the silver medal at the Quebec Exhibition. Mme. Marie proposes invading the United States territory with her perfumes in the near future.

Bon-Ami, Ltd., Montreal; Mentholatum Shaving Soap, Snap hand cleaner, and several associated lines had very pretty and well-designed displays in this building.

J. R. Devine, Toronto, showed for the first time at any exhibition productions in perfumes and creams. This manufacturer has been in the field less than a year.

Lever Brothers, Ltd., Toronto, made simple, though effective displays of Lux, Lifebuoy and Sunlight soap lines; and Comfort Soap, made by an associate company, also made inroads on the time and in some instances the purse of many a good housewife.

Ward's, Toronto, had a small booth featuring Golden Poppy perfume.

John R. Cressy Co., Toronto, had their booth in black background trimmed with purple lilacs, to feature their "Lilacs du Nuit." They also displayed their general lines—pursette toiletries, Petit Fleurs perfumes, and Arbutus line of creams.

Procter & Gamble Co. of Canada, Ltd., had a large booth displaying Ivory Soap, P. & G. White Naphtha Soap, Chipso, and Gold Soap.

303 Chemical Co., Toronto, made a tasty exhibit of Jacobin perfumes and other products. The Orient line of perfumes for the drug trade also had prominence. Rarlete cosmetics, Lorain perfumes and De Kovan perfumes also formed part of this exhibit.

In the Industrial Building Tre-Jur made a striking display of many varied products to please the feminine taste.

In the British Section of the Government Building several old country houses had their displays. Cussons, Sons & Co., Ltd., Manchester and London, made a showing for the first time. This company make a fairly complete line of perfumes, soaps and powders. A simple dressing in a blue background set off to great advantage the varied articles in this line.

The Yardley & Co., Ltd., booth, directed by McGillivray Bros., Toronto, created an atmosphere of Old England, which served admirably to set off their Old English Toiletries, Lavender Soap, bath salts, etc. And also gave a chance to present in fine form their Lavender, Bond Street and Jessamine O'Devon odors in perfumes. Attendants in early English costumes added to the effectiveness of the display.

Parfumerie Melba of Canada, Toronto, had another of the fine displays. The setting was a background of royal purple, which color was made much of in all the touches in the decorations about the booth. The various samples of goods displayed in this setting looked their best. Christmas sets and holiday packets were prominent, and much was made of "Lov' Me" and Melba odors in fancy bottles.

D. W. Gibbs, Ltd., London, England, for whom Geo. Borgfeldt, Toronto, is agent, besides their ivory castle of teeth to advertise their dentifrice, made a special showing of the company's rose-geranium toilet soap.

In the pure food section Langley, Harris & Co., Toronto; Harry Horne Co., Toronto; McLaren's, Ltd., Toronto; and a number of other manufacturing concerns made commendable displays of spices, essential oils and similar articles in highly decorated booths.

CANADIAN PATENTS AND TRADE-MARKS

The increasing international trade relations between the United States and Canada emphasize the importance of proper patents and trade-marks protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade-marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade-marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE-MARK DEPARTMENT
Perfumer Publishing Co., 81 Fulton St., New York City

TRADE MARKS REGISTERED

"Childent," "Babydent." Dentifrice. Frank E. Hicks, Granville, N. Y.

Representation of a basket of flowers. Perfume and Hair Tonic. H. & G. Klotz, Paris, France.

"Dolfar." Perfumes and toilet preparations. Simon Kallmann Dit. D. Simon, 7, Rue des Pyramides, Paris, France.

"Kotab," which is an abbreviation of the words "Ko-ncentrated Tab-lets." A certain bath or toilet chemical preparation. Fluid D'Or Co., Ltd., Winnipeg, Manitoba.

Bottle of destructive form with labels bearing the words "Elixir Dentifrice Des RR. PP. Benedictins" and "Elixir Des RR. PP. Benedictins Olivetains De L'Abbaye De Soulae Gironde" and "Maison A. Seguin." Dentifrice. Maison A. Seguin, Societe Anonyme, 3-13 Rue de Moulis and 8-18, Rue Pacou, Bordeaux (Gironde) France.

Tube bearing the words "Pate Dentifrice Des RR. PP. Benedictins" and "Olivetains De L'Abbaye De Coulae (Gironde)." Dental cream, Maison A. Seguin, Societe Anonyme, 3-15, Rue de Moulis and 8-18, Rue Pacou, Bordeaux (Gironde), France.

"Selox." A washing powder. The Procter & Gamble Co., Cincinnati, Ohio.

"Lucrece Parfumerie Rejane." Toilet preparations. Georges Henri Marceau, Montreal, Que.

Facsimile of signature "H. Gontier." Perfumes and soaps. Societe Donge Societe Anonyme, 3, Boulevard de la Mission Marchand, Courbevoie (Seine) France.

"Paris Night." Toilet articles and preparations of all kinds. Benjamin Leland Mfg. Co., Ltd., Toronto, Ont.

"Donge." Perfumes and toilet preparations. Societe Donge, 3, Boulevard de la Mission, Marchand a Courbevoie (Seine), France.

"Verapol." Solids, liquids or pastes for washing and cleaning purposes. I. G. Farbenindustrie Actiengesellschaft, Leverkusen b. Koln, A.R., Germany.

PATENTS GRANTED

282,949, 282,950.—Vanity case. Edmund R. Barany, Madison, Wis.

283,046.—Menthol production. The Chemische Fabrik aif Actien (vorm. E. Schering), Berlin, assignee of Hans Jordan, Berlin-Steglitz, both in Germany.

283,274.—Container Cap. The Lakewest Corp., assignee of Sydney Irvin Prescott, both of New York, N. Y.

283,275.—Container Cap. The Lakewest Corp., New York, N. Y., assignee of Edward Herbert Angier Framingham, Mass.

283,530.—Eyebrow and lash compound. Angiolina Torrente, New York, N. Y.

283,548.—Soap Sheet Pack. The Bay West Paper Co. assignee of Peter J. Christman, both of Green Bay, Wis.

Beating Him to It

A fool cannot be a successful actor, says a writer in the *Silent Partner*, but a wise man can play the part of a fool, and, by such simple deception, the wise man can gain a big advantage over the fellow who thinks he is smart.

Patent and Trade Mark Department

Conducted by Howard S. Neiman

THIS department is conducted under the general supervision of Howard S. Neiman, consulting editor on patents and trade-marks. This report of patents, trade-marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four co-ordinate branches of the essential oil industry, viz.: Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade-marks listed those whose numbers are preceded by the letter "M" have been granted registrations under the Act of March 19, 1920. The remainder are those applied for under act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D."

All inquiries relating to patents, trade-marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE-MARK DEPARTMENT
Perfumer Publishing Co., 81 Fulton St., New York City.

Note—Dates given in Trade-Mark Registrations are those from which use of the mark is claimed.

TRADE MARK REGISTRATIONS APPLIED FOR (Act of Feb. 20, 1905)

These Registrations are not subject to opposition

- 239,889.—Irving McEwen, Omaha, Nebr. (Nov. 1, 1926.)—Hairdressings, hair tonic, hair pomade, and hair oil.
- 246,317.—Vaniva Products Co., Inc., New York, N. Y. (Feb. 18, 1927.)—Shaving creams adapted for use as a stimulant and conditioner of the skin and as an aid to shaving the beard from the skin.
- 248,552.—The C. Callahan Co., Lafayette, Ind. (May 1, 1905.)—Food-flavoring extracts.
- 252,635.—The American Products Co., Cincinnati, Ohio. (Dec. 1, 1911.)—Hand soap, facial soap, shaving cream in paste form for use before shaving, shaving soap, and shaving stick.
- 253,749.—Isaac Frankel's Sons, Wilkes-Barre, Pa. (1911.)—Food-flavoring extracts.
- 255,404.—The Spray Coffee and Spice Co., Denver, Colo. (Feb. 28, 1906.)—Flavoring extracts for food.
- 257,691.—I. Miller & Sons, Inc., Long Island City, N. Y. (June 20, 1927.)—Toilet preparations.
- 258,786.—John A. Rietmann, Chicago, Ill., assignor to Gra-Car, Ltd., Chicago, Ill., a corporation of Illinois. (Feb. 1, 1846.)—Toilet articles, namely, perfumes.
- 260,133.—Andre Perugia, Paris, France. (1923.)—Toilet atomizers.
- 261,800.—Paul Peter Mulhens, doing business as Eau de Cologne & Parfumerie-Fabrik "Glockengasse No. 4711" gegenüber der Pferdepst von Ferd. Mulhens, Cologne-on-the-Rhine, Germany. (May, 1927.)—Soaps including toilet soaps, shaving sticks.
- 261,803.—Paul Peter Mulhens, doing business as Eau de Cologne & Parfumerie-Fabrik "Glockengasse No. 4711" gegenüber der Pferdepst von Ferd. Mulhens, Cologne-on-the-Rhine, Germany. (May, 1927.)—Eau de cologne water, perfumery, hair tonics, shampoo, pomade, brilliantine, cold cream, rouge, face powder, etc.
- 262,010.—Windsor Soap Co. Inc., Buffalo, N. Y. (Jan. 21, 1928.)—Castile soap.
- 263,914.—Barouh Hermanos, Habana, Cuba. (Jan. 1926.)—Perfumes, toilet powders, and toilet waxes.
- 264,094.—Harold H. Fries, doing business as Fries Bros., New York, N. Y. (Dec. 12, 1927.)—Ethyl protocatechuic aldehyde.
- 264,199.—Elmer Rauh, doing business as The Gumption Products Co., Dayton, Ohio. (Sept. 18, 1925.)—Soap with detergent properties.
- 264,381.—The National Chemical Holdings Ltd., London, England. (Feb. 16, 1928.)—Bath salts.

264,413.—Max Bakst, doing business as Strobak Laboratories, New York, N. Y. (Mar. 28, 1927.)—Pharmaceutical preparation for dandruff and loss of hair.

264,496.—Mutual Stores, Inc., Oakland, Calif. (Jan. 5, 1928.)—Lemon extract.

264,941.—Arby Products Co., Inc., New York, N. Y. (May 1, 1927.)—Soap.

264,960.—Marcel Blume, trading as Fairyland, Paris, France. (Dec. 22, 1927.)—Perfumery, rouge, lip sticks, face powder and beauty cream.

265,013.—Prior Laboratories, New York, N. Y. (Mar. 15, 1928.)—Toilet creams, namely, nutritive vanishing creams.

265,212.—Halosine Co., Philadelphia, Pa. (Mar. 20, 1928.)—Antiseptic deodorant prophylactic in liquid and powder form, scalp tonics; dentifrice, after-shaving lotion, and talcum powder.

265,438.—Manhattan Drug Co., Brooklyn, N. Y. (Aug. 16, 1901.)—Tooth powder, tooth paste, and tooth wash.

265,439.—Manhattan Drug Co., Brooklyn, N. Y. (February, 1896.)—Foot powder, foot-bath tablets, and corn solvents.

266,562.—Societe Martial et Armand et Cie., Paris, France. (Apr. 20, 1925.)—Perfume, toilet water, face powder, talcum powder, face creams, etc.

266,706.—Isador Barnett, doing business as Barnett Janitor Supply Co., New York, N. Y. (June 12, 1927.)—Soap powder.

266,861.—John Little Co., Inc., Glens Falls, N. Y. (1920.)—Food-flavoring extracts.

266,871.—Juan Manuel Garcia Y Miranda, Madrid, Spain. (1927.)—Soaps.

267,010.—Puritan Pharmaceutical Co., St. Louis, Mo. (Mar. 31, 1927.)—Toilet preparations.

267,193.—Oscar A. Gross, doing business as "Gervais," New York, N. Y. (Nov. 3, 1922.)—Toilet preparations.

267,326.—H. T. Tagore, Union City, N. J. (November, 1922.)—Shampoo preparations.

267,350.—W. J. Bush & Co., Ltd., London, Eng. (July 16, 1927.)—Flavoring essences, flavorings, flavoring extracts from fruit.

267,367.—Lionel Trading Co., Inc., New York, N. Y. (March, 1928.)—Empty vanity cases for rouge and powder compacts of enamelled base metal.

267,616.—Thine Products, Inc., New York, N. Y. (July 21, 1927.)—Toilet preparations.

267,707.—John J. Harris, doing business as No Equal Products Co., Chicago, Ill. (Dec. 2, 1927.)—Dentifrices, dental creams, tooth pastes, and mouth washes.

267,914.—Henry Elmer Willsie, doing business as Manuscara, Cleveland, Ohio. (May 14, 1928.)—Manicure powder.

267,944.—M. M. Fleron & Son, Inc., doing business as Bercy Laboratories, Trenton, N. J. (March, 1928.)—Greaseless antiseptic healing creams.

267,973.—Los Angeles Brewing Co., Los Angeles, Calif. (January, 1906.)—Extracts.

268,011.—The William A. Webster Co., Memphis, Tenn. (Mar. 1, 1928.)—Shaving-Soap Cream.

268,162.—H. Kohnstamm & Co., Inc., New York, N. Y. (May 23, 1928.)—Washing compounds, namely, soap powder.

268,201.—Whyto Mfg. Co., Cresco, Ia. (June 5, 1928.)—Washing and cleansing powders with an without incidental bleaching properties.

268,259.—Charles Aguirre, New York, N. Y. (June 23, 1926.)—Deodorant powder.

268,260.—A/S Si-Ko, Oslo, Norway. (Jan. 1, 1926.)—Tooth paste.

268,530.—Laura Susan Cahill, doing business as Crowning Glory Manufacturing Co., Roanoke, Va. (June 1, 1913.)—Preparation for use in growing hair.

268,546.—Hy-Nap Chemical Co., New York, N. Y. (Sept. 1, 1908.)—Pharmaceutical preparation used for the treatment of pyorrhea alveolaris and as a general mouth wash.

TRADE MARKS

HAIRAIDE
239,889

255,404

PERFECTINE
265,439UN RIEN
266,562WHYTO
266,201

266,259



266,260



266,817



269,764



269,841

LE PIRATE
270,552"Stine-O-Clene"
270,615PERMASET
271,046VANIVA
246,317

261,880-261,883

SONYA
262,010

264,094

GUMPTION
264,199SLENDX
264,381WAUKEAZY
265,439

267,944

Beaudouce
268,922Kwikselv
269,686FLORAMYE
269,745HOSE-EEEN
269,747ZENO
269,849

270,095

"Giffy"
"SHAVER"
270,192OLE PORT
M 247,535HEILAND'S
M 247,161

258,786

NO EQUAL
267,707

268,546



269,937



269,063

ZOREX
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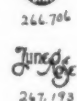
270,081

FRAGRETTE
270,698X-BAZIN
271,184ORANGE
DRY
M 247,811

257,491

Paloma
265,013

267,706



267,193



267,010

ERSTIDE
267,973

268,011

PANCRO
269,105PANCHROMATIC
269,104NATURO
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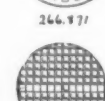
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JENNY
270,382MONEY-BACK
248,552YANKEE GIRL
253,749CRAGMONT
264,496

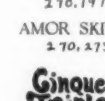
264,941

LIDCO
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266,971



267,367

Rapazzo
269,305ALCO-LUX
269,885Pacquiri
270,197AMOR SKIN
270,273

270,275

DULCIA
270,345JENNY
270,382

270,700

DERMALINE
252,635MERRY CHRISTMAS
263,914

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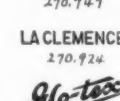
267,526



268,987

NIVEA
269,343VANDEENH THINC
267,350 267,616Florimonde
269,394POYSAAN
270,317An-al-so
270,388

270,747

LA CLEMENCE
270,924

271,258

Seruzia
260,733FAIRYLAND
264,760Manuscara
267,914PENCKO
268,162Cahill's
Crowning Glory Hair Grower
268,530TRE-JUR
269,407

269,470

FLINT
269,429QUINOLIVE
269,669CRYSTAL BLANCO
269,687FLOATSTONE
269,727FANIOR
270,126 269,650

270,419



270,419



270,856

268,817.—James H. Rosenheim, doing business as Littlejim Co., Bluefield, W. Va. (June 1, 1928).—Cleaning preparation in several forms, liquid, paste, and soan form.

268,922.—Godefroy Mfg. Co., St. Louis, Mo. (October, 1895).—Skin cream.

268,937.—Publicker Commercial Alcohol Co. of Delaware, Philadelphia, Pa. (Apr. 9, 1928).—Pure ethyl alcohol.

268,987.—Philip Marochini, doing business as Marochini Chemical Co., Chicago, Ill. (Jan. 1, 1928).—Hairdressing preparation.

269,063.—Forhan Co., New York, N. Y. (Sept. 1, 1915).—Pyorrhea preparation and dentifrice.

269,104, 269,105.—Max Factor, doing business as Max Factor & Co., Los Angeles, Calif. (Apr. 21, 1928).—Theatrical makeups.

269,205.—Guiseppa Rappazzo, Boston, Mass. (June 14, 1928).—Hair tonic and preparations for skin affections.

269,343.—P. Beiersdorf & Co., Inc., New York, N. Y. (July 22, 1924).—Toilet cream.

269,394.—Peter Coats, doing business as Florimonde, Paisley, Scotland. (1927).—Perfumery, toilet waters, face powders, lip sticks, creams, and preparations for the teeth and hair.

269,407.—House of Tre-Jur, Inc., New York, N. Y. (Sept. 1, 1923).—Powder puffs.

269,470.—Julius R. Jones, doing business as Fix-Rite Chemical Co., Richmond, Va. (June 1, 1928).—Hair dressing.

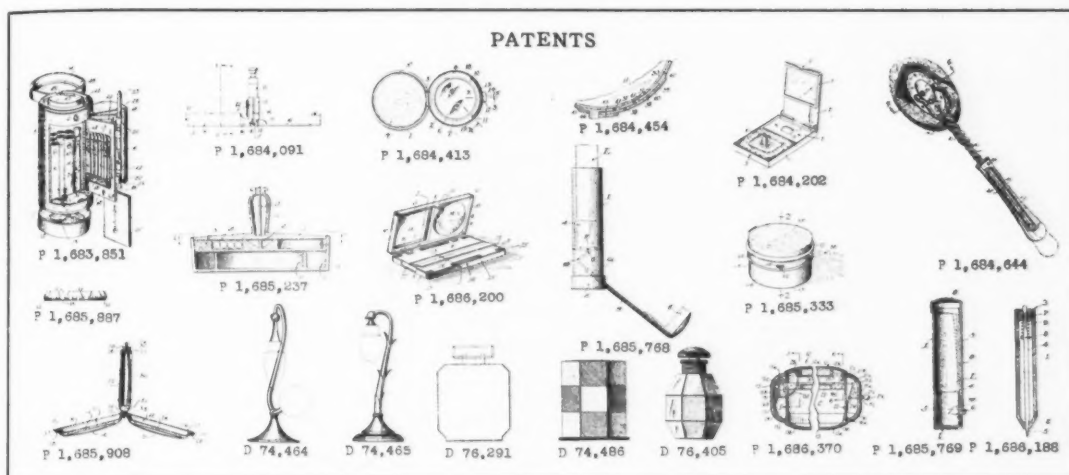
269,546.—Natuco Mfg. Co., Los Angeles, Calif. (May 1, 1927).—Products used in the preparation and preservation of the human head.

269,629.—Armour & Co., Chicago, Ill. (Jan. 1, 1908).—Soap.

269,650.—M. M. Fleron & Son, Inc., doing business as Bercy Laboratories, Trenton, N. J. (June 28, 1928).—Hairdressing.

269,669.—Antonio Lentino, doing business as Quinolive Co., Boston, Mass. (Jan. 19, 1928).—Hair tonic.

PATENTS



269,686.—The Palmolive-Peet Co., Chicago, Ill. (Mar. 18, 1925.)—Soap.

269,687.—The Palmolive-Peet Co., Chicago, Ill. (Apr. 6, 1921.)—Soap.

269,727.—Floatstone Products Co., Las Vegas, N. M. (June 23, 1928.)—Diatomaceous earth in the natural state and in a cleaned and purified condition for various uses in the arts.

269,744.—L. T. Piver, Inc., doing business as L. T. Piver and Parfumerie L. T. Piver, Wilmington, Del., and New York N. Y. (1900.)—Sachet powders, face powders, and talcum powders.

269,745.—L. T. Piver, Inc., Wilmington, Del., and New York, N. Y. (Oct. 9, 1895.)—Soaps.

269,747.—Siegelman Laboratories, Inc., Los Angeles, Calif. (Jan. 1, 1928.)—Cosmetic preparation for use on human legs for the purpose of concealing blemishes, beautifying the skin, and as protection against the elements.

269,841.—Robert M. Froehlich, doing business as Dr. Robert M. Froehlich, New York, N. Y. (Jan. 1, 1925.)—Toilet preparations.

269,849.—F. A. Leonard, doing business as Oro Powder Co., Portland, Ore. (July 1, 1928.)—Dentifrice.

269,885.—Bendiner & Schlesinger, Inc., New York, N. Y. (May 1, 1925.)—Rubbing Alcohol.

269,887.—Francis J. Curran, doing business as The Zoro Co., Chicago, Ill. (June 27, 1928.)—Deodorants.

270,081.—Henry & Henry, Inc., Buffalo, N. Y. (Aug. 15, 1924.)—Cleansing and washing powder.

270,085.—Dr. William A. Link, doing business as Dr. Link Medicine Co. and Link's Laboratories, Dallas, Tex. (July 2, 1928.)—Toilet preparations.

270,126.—Hairoleum Co., Union City, N. J. (July 2, 1928.)—Hair tonic or preparation for treatment of scalp troubles.

270,132.—J. Will Lysons, New York, N. Y. (July 1, 1928.)—Shaving brush device for applying shaving creams and similar preparations.

270,197.—Pacquin, Inc., New York, N. Y. (Dec. 17, 1920.)—Cleansing and shaving soap in solid, liquid, powdered, or cream form.

270,273.—Amorskin Corporation, New York, N. Y. (May, 1927.)—Face cream.

270,275.—Henri Bendel, Inc., New York, N. Y. (Feb. 15, 1928.)—Perfumes and hygienic products.

270,317.—Harvey E. Brush, Marshalltown, Iowa. (Jan. 1, 1927.)—Preparation for use after shaving.

270,368.—Cheramy, Inc., New York, N. Y. (July 21, 1928.)—Toilet soaps and shaving cream.

270,369.—Cheramy, Inc., New York, N. Y. (July 21, 1928.)—Perfumes and toilet preparations.

270,382.—Maison Jenny Societe Anonyme, Paris, France. (Jan. 1, 1928.)—Perfumed cream for toilet use.

270,388.—Frank M. Percival, doing business as Adam de

Cluhn Laboratories, Corona, N. Y. (Nov. 20, 1927.)—Toilet preparations.

270,419.—S. Glemby's Sons Co., Inc., New York, N. Y. (July 15, 1928.)—Permanent-waving oil and hair-curling lotion.

270,552.—Lentheric, Inc., New York, N. Y. (July 20, 1928.)—Perfumes, toilet water face powder and talcum powder.

270,613.—Silver Moon Co., Inc., New Orleans, La. (July 3, 1928.)—Toilet preparations.

270,615.—Adolphus H. Stines, West Asheville, N. C. (July 14, 1928.)—Soap.

270,656.—Maude H. Spangler, doing business as Star Spangler Mfg. Co., Birmingham, Ala. (July 20, 1928.)—Reducing cream.

270,698.—Duncan Franklin, Brooklyn, N. Y. (July 25, 1928.)—Personal deodorant.

270,700.—The R. T. French Co., Rochester, N. Y. (July 1, 1927.)—Cold cream, vanishing cream, bay rum, glycerine, witch-hazel, rose water and glycerine.

270,747.—Howard Johnson, doing business as Arima Soap Paste Co., Bethlehem, Pa. (June 11, 1928.)—Soap paste.

270,924.—Clemence Franck, San Francisco, Calif. (Apr. 5, 1928.)—Powder puffs.

271,064.—Ernest Gordon Bryant, Glendale, Calif. (Nov. 10, 1927.)—Hair-waving liquid.

271,184.—Hall & Ruckel, Inc., Brooklyn, N. Y. (Mar. 5, 1907.)—Depilatory powder and depilatory cream.

271,258.—Frederick Eugene Ischerland, Flint, Mich. (June 20, 1928.)—Tonic for dressing the hair.

TRADE-MARK REGISTRATIONS GRANTED

(Act of Feb. 20, 1905)

These Registrations Are Not Subject to Opposition

M247,162.—John Heiland Co., Chicago, Ill. (Serial No. 270,841. Apr. 4, 1907.)—Cold cream, face cream, skin lotion, antiseptic powder, cough syrup, and roach powder.

M247,535.—Nesbitt Fruit Products, Inc., Los Angeles, Calif. (Serial No. 248,240. Feb. 15, 1927.)—Extracts.

M247,811.—California Crushed Fruit Corp., Los Angeles, Calif. (Serial No. 255,483. June 15, 1927.)—Extracts.

PATENTS GRANTED

1,683,851. Vanity Case. Walter T. Wells, Canton, Ohio. Filed Nov. 4, 1925. Serial No. 66,874. 4 Claims. (Cl. 206-38.)

3. A vanity case comprising a cylindric body having a semi-cylindric cut-out portion intermediate its ends, a semi-cylindric cigarette compartment accessible through said cut-out, a semi-cylindric door hinged to the body at said cut-out

portion, a coin compartment hinged to one end of the cylindrical body and a removable tray in the coin compartment forming a false bottom in the coin compartment.

1,684,091. Box. Louis William Halk, Hackensack, N. J., assignor to Northam Warren Corporation, New York, N. Y., a Corporation of New York. Filed Sept. 16, 1927. Serial No. 219,902. 3 Claims. (Cl. 132-79.)

1. In a box, a lid and a body, said lid and body lying in one plane when the box is in an open position, holding ears on each side of said lid and body at right angles to said lid and the bottom of said body and a rectangular holder for a series of toilet articles secured to said holding ears.

1,684,202. Vanity Case. Hyacinthe Alphonse Povel, Paris, France. Filed Jan. 6, 1927. Serial No. 159,254, and in France Dec. 1 1926. 6 Claims. (Cl. 132-83.)

6. In a vanity case, a powder box therein and a powder puff in juxtaposition to said box, said box having a lateral discharge opening facing said powder puff, a resilient member associated with said powder box for discharging powder through said opening by pressure applied against said resilient member and a cover for said case for closing the same and for applying pressure against said powder puff to cause it to expand whereby it will close said discharge opening.

1,684,336. Medicinal Soap. Hans Hoffmuller von Kornatzki, Ziegenhagen, Post Reetz, Germany. Filed Aug. 7, 1926. Serial No. 127,971, and in Germany Aug. 26, 1925. 1 Claim. (Cl. 87-16.)

A soap for therapeutic purposes consisting of 6 parts by weight of a soap mixture obtained from fatty oils and caustic soda, one part of 95% alcohol, 1 part of freshly prepared rectified amber oil, and 0.2 part succinic acid.

1,684,413. Spring Catch for Vanity Boxes. Philip A. Reutter, Waterbury, Conn., assignor to Scoville Manufacturing Company, Waterbury, Conn., a Corporation of Connecticut. Filed May 21, 1928. Serial No. 279,416. 4 Claims. (Cl. 132-83.)

1. In a vanity case, a body, a cover, a hinge pivotally associating these parts, a toilet article in one of the parts, a bezel holding the article in place, shoulders formed on the bezel, and a spring strip having a catch for holding the body and cover together and a manual release, said strip having a part engaged beneath the bezel by which the strip is held in position, the ends of the strip lying between the shoulders of the bezel.

1,684,454. Vanity Case. Harry W. Noyes, West Haven, Conn., assignor of one-half to A. Graham Shields, New Haven, Conn. Filed Feb. 9, 1926. Serial No. 87,144. 29 Claims. (Cl. 132-83.)

1. In a vanity case; a body member; a powder compartment therein; powder ports through the walls thereof from the interior of the powder compartment to the exterior of the case; and a flexible diaphragm within the body member forming one wall of the powder compartment and a closure member for covering the ports.

1,684,644. Toilet-Powder Applicator. Andrew W. Smith, Des Moines, Iowa. Filed July 16, 1927. Serial No. 206,291. 4 Claims. (Cl. 132-78.5.)

1. In a device of the class described, a body member having an opening in one of its sides for holding powder, an outwardly extending peripheral flange on the marginal edge of the side having the opening, and cloth fabric secured to said body portion and extending over said face and opening.

1,685,239. Reciprocating-Saw Machine. Charles A. Moran, Bernardsville, N. J. Filed March 13, 1926. Serial No. 94,378. 10 Claims. (Cl. 29-74.)

3. A vanity case having a body portion having the interior thereof provided with a circular flange therein, an intermediate cover member located within said body portion and adapted to rest upon said flange, said intermediate cover member having a central depression provided with a ridge to serve as a hand-hold and a cover positioned upon said intermediate portion and within said body portion.

1,685,333. Magazine Buffer. Harold MacDougall, Maplewood, and William G. Kendall, Newark, N. J. Filed June 11, 1927. Serial No. 198,079. 3 Claims. (Cl. 132-75.)

1. A magazine buffer and applicator, including a buffer section and a magazine section having a discharge port adapted to be respectively closed and opened by relative movement between the sections, the said buffer section including a continuous wall and a closed end, the continuous wall having a marginal bead spaced from the end wall, a buffer material arranged over the end wall and having a marginal portion extending downwardly over the continuous wall and over the bead, and a clamping ring engaging over the bead and clamping the marginal portion of the buffer material in place.

1,685,634. Purification of Benzoic Acid and Its Derivatives. Alphons O. Jaeger, Crafton, Pa., assignor to The Selden Company, Pittsburgh, Pa., a Corporation of Delaware. Filed Oct. 19, 1927. Serial No. 227,358. 4 Claims. (Cl. 260-108.)

1. A method of separating benzoic acids from the corresponding phthalic acids, which comprises subjecting the aqueous dispersion of the acids to continuous leaching with a current of organic solvents for benzoic acid separating the solvent from the water and removing benzoic acids from the solvent solution and phthalic acids from the water solution.

1,685,768. Lip-Stick Holder. Arthur H. Noble, Pawtucket, R. I., assignor to Theodore W. Foster & Brother Company, Providence, R. I. Filed Dec. 10, 1926. Serial No. 153,814. 2 Claims. (Cl. 206-56.)

2. In a lip-stick holder, a slotted body having a slotted closure on one end thereof which slots register, a lip-stick carrier slidable in the body, a closure slidable on the opposite end of the body and having an arm formed with a slot, said arm being slidable in said slots, and means to hingedly connect the arm to the carrier.

1,685,769. Lip-Stick Holder. Arthur H. Noble, Pawtucket, R. I., assignor to Theodore W. Foster & Brother Company, Providence, R. I. Filed Dec. 10, 1925. Serial No. 153,815. 2 Claims. (Cl. 206-56.)

2. In a lip-stick holder, a tubular body having a closed end, an open end and a longitudinal slot, a closure for the open end slidable on the body, a lip-stick carrier slidable in the body, an arm and carrier extending through the slot and secured to a side of the carrier and hingedly mounting the arm, said slot terminating adjacent to the open end of the body and having said terminal engageable with the connection to limit outward movement of the carrier.

1,685,887. Bottle Cap. Henry Spengler, New York, N. Y. Filed April 20, 1926. Serial No. 103,201. 6 Claims. (Cl. 215-46.)

1. In a bottle closure, a cap provided with dependent, upturned spring fingers, yielding reinforcing members overlying said fingers, the ends of said fingers and of said members being crimped and the reinforcing members and fingers being provided with interlocking means.

1,685,908. Vanity Case. Charles N. Coryell, Mamaroneck, N. Y., assignor to Scoville Manufacturing Company, Waterbury, Conn., a Corporation of Connecticut. Filed March 3, 1925. Serial No. 12,825. 23 Claims. (Cl. 132-83.)

1. A vanity case comprising a two-part body member, each part having a dish shaped portion and a rim forming an annular channel therebetween, one of said parts having a bead secured to its rim and engaged over the rim of the other part, each part having a strip struck out across said channel joining said dish shaped portion and rim to form a hinge loop, and cover sections cooperating with said loops.

1,685,981. Composition of Matter. Daniel C. Bruce, Nashville, Tenn. Filed July 29, 1926. Serial No. 125,828. 2 Claims. (Cl. 106-8.)

1. A filling composition consisting of an admixture of a soap jelly, a starch dextrin paste including borax, glycerine and oil of cloves, and comminuted fibrous material in the proportions specified.

1,686,188. Perfume Container and Dispenser. Edna Sibbey Tipton, Jackson Heights, N. Y. Filed Feb. 26, 1926. Serial No. 90,990. 4 Claims. (Cl. 128-260.)

1. A perfume container and dispenser comprising a cylindrical barrel arranged to contain perfume, a feed aperture for said barrel, a vent aperture for said barrel, and an element normally closing said apertures, said element being formed and adapted to be actuated at will into a position wherein and whereby said apertures are simultaneously opened, for the purposes set forth; the wall of said barrel surrounding said vent aperture being adapted for the application of a suction device thereto to fill the barrel.

1,686,200. Toilet Kit or Container. William H. Cannard and Alexander W. Witbro, Green Bay, Wis. Filed June 12, 1926. Serial No. 115,514. 9 Claims. (Cl. 132-83.)

5. A container for toilet powder and an accessorial applying-element, including a box-component, a closure therefor hingedly connected thereto, a powder-compartment in the closure-component, a paper-compartment in the box-component for housing separable paper sheets, a closure for that compartment hingedly connected to the box-component and apertured longitudinally to dispense, successively, sheets of said paper from the compartment for use in conjunction with powder from the powder-compartment the two closures being independently movable, and a mirror in the closure-component and juxtaposed to the powder-compartment and overlying the closure for the paper-compartment when the container is closed.

1,686,370. Vanity Case. Charles Albert Eyman, New York, N. Y. Filed March 14, 1927. Serial No. 175,024. 9 Claims. (Cl. 132-83.)

1. A vanity case of the character described comprising an annular-shaped tubular casing, a bottom closure forming a compartment in the casing, a hinge secured to an interior side of the tubular casing structure and extending through said structure, and a cover forming a closure for the casing supported by said hinge to normally conceal the latter when in closed position.

DESIGNS PATENTED

76,291. Bottle. Bernard d'Escayrac, New York, N. Y., assignor to Guerlain Perfumery Corporation of New York, a Corporation of New York. Filed May 1, 1928. Serial No. 26,522. Term of patent 14 years.

76,405. Bottle for Perfume of the Like. André Levault, Paris, France, assignor to Associated Merchandising Corporation, a Corporation of New Jersey. Filed Nov. 25, 1927. Serial No. 24,274. Term of patent 14 years.

76,464. Atomizer. Thomas A. De Vilbiss, Toledo, Ohio, assignor to The De Vilbiss Company, Toledo, Ohio, a Corporation of Ohio. Filed April 7, 1928. Serial No. 26,189. Term of patent 7 years.

76,465. Atomizer. Thomas A. De Vilbiss, Toledo, Ohio, assignor to The De Vilbiss Company, Toledo, Ohio, a Corporation of Ohio. Filed April 7, 1928. Serial No. 26,190. Term of patent 7 years.

76,486. Box for Perfume Powder, or the Like. André Lavault, Paris, France, assignor to Associated Merchandising Corporation, a Corporation of New Jersey. Filed Nov. 25, 1927. Serial No. 24,275. Term of patent 14 years.

Terpene-free Essential Oils

PIETRO LEONE. *Atti congresso naz. chim. pura applicata* 2, 839-69 (1926).—L. recommends distillation at reduced pressure until 80% of the material has distilled over, or until that fraction is reached which is inactive to polarized light. From this point on the optimum yield of de-terpenated oil is obtained. Fractionation of this material yields partly terpenated and completely de-terpenated oils. The fractionation of natural oil of lemon is illustrated in detail.—*Chemical Abstracts*.

Volatile Oil Apparatus

(Continued from Page 468)

macopœia for a number of volatile oils with the constants determined on similar oils freshly obtained with the apparatus described above. The results obtained are given in Table II. (See Page 468.)

These results show that the constants obtained on these volatile oils are within the limits given in the U. S. Pharmacopœia for similar volatile oils.

Acknowledgment

The author wishes to express thanks to L. J. Schwarz for valuable suggestions, to R. M. Baker, for the drawings and to W. B. Symonds, for making the apparatus.

REFERENCES

- (1) U. S. Pharmacopœia, X (1926), 466.
- (2) The National Formulary, V (1926), 429.
- (3) Methods of Analysis, A. O. A. C., 2nd Edition (1925), 316.
- (4) J. W. T. Duvel, "A Moisture Tester for Grain and Other Substances and How to Use It," Circ. No. 72, Bureau of Plant Industry, Dept. of Agr., 1914.
- (5) Wihl. Thörner, "Schnell Auszuführende direkte Bestimmung des Wassergehalts in Nahrungs- und Genussmitteln und vielen anderen Stoffen," Zeitschrift für angewandte Chemie, XXI (1908), 148-151.
- (6) G. L. Bidwell and W. F. Sterling, "Preliminary Notes on the Direct Determination of Moisture," Ind. & Eng. Chem., 17 (1925), 147.
- (7) Alexander Smith and Allan C. Menzies, "A Method for Determining Under Constant Conditions the Boiling Points of Even Minute Quantities of Liquids," Jour. Amer. Chem. Soc., 32 (1910), 897-907.

Should Register Trade Marks in Cuba

WASHINGTON, October 15.—The report that the Cuban health and trade-mark authorities are considering a proposal to revive an old law requiring registration of trade-marks before a permit for the sale thereof will be granted by the Health Department, has resulted in a flood of applications for registration.

In this connection, American manufacturers are advised by the Department of Commerce that they should register their trade-marks in Cuba to prevent possible appropriation by local interests. Among the marks for which registration has been applied for recently are the following:

Oxidal.—To cover a hyperdermic preparation. Applicant, Jose Murillo.

Recilaxo.—To cover pharmaceuticals. Applicant, Vieta y Plasencia.

Crema de Magnesia, Leche de Magnesia, and Milk of Magnesia.—To cover chemical and hygienic products, especially dental and mouth. Applicant, Proprietary Agencies (Ltd.), by Ricardo More.

Ricinol.—To cover chemical and pharmaceutical products. Applicant, Armando Gobel y Ruibas.

Colsomo.—To cover chemical, pharmaceutical and biological products. Applicant, Francisco Sobredo y Ramos.

Petrolgelol.—To cover chemical, pharmaceutical and biological products. Applicant, Luis Rodriguez Baz.

Lave y Compare, Berta, Conchita, and Lucero.—To cover soap and cleansing products.

Liliana.—To cover a hair restorer. Applicant, Agustin Reyes y Garcia.

Derby.—To cover essences, lotions, dyes, creams, soaps, lip sticks, powders and perfumery. Applicant, Paris Tale Perfumery Manufacturing Co., Havana.

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(Adams Laboratories Inc., Waterloo, Ia.)

Our president gives your magazine a thorough review as each issue is received. We regard every issue as valuable.

Grasse Report for October

From our Own Correspondent

GRASSE, October 7.—For several months business has been rather quiet in Grasse. Due to work on the jasmin crop on one hand and the vacation period on the other, there have been few sales. It is expected that there will be an improvement in business at the beginning of the Winter which may result in a rise in some products. Up to the present time consumers have been using up the stocks which they had on hand, even old ones, so that the industry feels the necessity to reduce production. On account of the scarcity of supplies in the hands of the actual producers, it is likely that new inquiries will increase prices, so well advised consumers should not withhold their purchases until everyone is in the market, but should purchase at once, especially products which are unlikely to decline in price, some of which are mentioned particularly later in this report.

Orange

There has been no change in the situation in the market for orange products. Stocks from the last crop are diminishing each month and it is feared that they will be insufficient to carry over until the new crop since the quantity of unsold goods is very small. At the moment neroli is very scarce.

Rose

We confirm what we said in our last report. It is certain that there will be a shortage of rose products during the Winter and it is likely that prices may reach very high levels toward the end of the year and during the first few months of next year. In Grasse the crop is actually short, and a short crop is also reported from Bulgaria. Present prices for the Grasse product are the minimum. Buyers should not expect lower prices for Grasse rose de mai. The price asked this year for the flowers is the lowest possible. At any cheaper levels it would be to the interest of the growers to cultivate grapes, vegetables and other products. Before the war, roses brought 1.25 francs to 1.50 francs per kilo. If we multiply these prices by five, which has been the basic figure for the stabilization of the franc, they would show a price at present franc values of 6.25 to 7.50. This year roses can be bought for 4 francs per kilo.

Jasmin

The beginning of the Autumn has been marked by a considerable drop in temperature which will hasten the end of the flowering season. It is feared that the end of October will see the end of the crop. The crop is clearly short. The exceptional heat of July and August produced an unusual condition. Not only was the rainfall insufficient for the plants, but there was a shortage of water for irrigation with the result that the crop suffered to an unusual degree from the heat and dry weather. In the Grasse section there was no rain for four months so that the ground was completely baked and in places cracked. The jasmin crop has suffered severely from this lack of rain. The flowers have been small and poor. The pomades will be of very good quality and possess excellent keeping qualities on account of this lack of moisture. Other products will also be superior but the quantity will be less than that of normal years.

Tuberose

The crop is ended. It was a very poor one. The dry weather retarded the flowering and at half their height, the stems had but two flowers while in the normal season and with a few days of rain they are loaded with buds which persist until the first of November. Since the perfumery industry is no longer interested in tuberose as a large business is done in these plants as cut flowers.

Lavender

Distillation has ended with the quantity of lavender oil almost 30% below normal. The yields per kilo of flowers were excellent, for since the flowers were very dry they gave a larger yield than usual. Unfortunately, however, the plants were dried up to such an extent by the sun that the majority of the stems lost their flowers while being transported to the stills, so that 100 kilos of flowers purchased in the fields amounted to only about 80 kilos upon arrival at the still, although the distance between the fields and the stills is usually short.

The first Dignes Fair was held as usual with no happening of any special interest. Each year all the buyers of lavender, perfumers, commission agents from Grasse, and merchants from the Alpes or elsewhere come to Dignes but rarely is any large business done. Prices prevailing at the start of the season have advanced 10 francs to 15 francs per kilo. This advance was due to some rather hurried purchases which one or two of the Grasse houses had to make. It is expected that prices will be stabilized unless there is a heavy demand in the United States, England or Japan. Present prices are approximately the same as those in force up to the beginning of the crop. No decline is expected, however, since stocks are not large and will hardly be sufficient to last until next August. Buyers may cover their requirements for the year without much hesitation, for a decline seems to be impossible and at the same time those who delay too long run the risk of not being able to supply their requirements.

Aspic

The crop in general is a poor one and the oil is greatly in demand. Stocks are not large and as in the case of lavender, purchases made now are likely to be advantageous.

Geranium

Owing to a very poor crop, exporters in St. Denis, Reunion, have greatly increased their prices and for several weeks have not responded at all to inquiries from consuming countries. Present prices are still very high and it is uncertain whether they will rise further or be stabilized near the present levels. In regard to Algerian geranium, two causes have brought about a very considerable increase in prices. The first is the position of Reunion geranium which although of different quality and used for different purposes always influences the price of the market for the Algerian products. The second is a short crop and the small crops being held by the co-operatives and by the independent producers at this time. We have received information from a reliable source that actual supplies do not exceed three tons at the place of origin, an insignificant quantity. Furthermore, during the last six weeks the price has advanced 30 francs per kilo.



Essential Oils

General business conditions have shown a reasonable improvement in the interval since our last review. There has been a gain in manufacturing operations in the perfume and toilet preparations line and it begins to look as if the depression caused by a slight over supply of finished products had been overcome. Reports indicate that these stocks have been worked off to a very large degree and that operations in the manufacturing end of the business have been resumed to some extent. This improvement is likely to continue during the autumn season. The flavoring extract trade is a little less active but is still taking on moderate quantities of raw materials. More buying of the bulk items by the soap industry is reported in some quarters.

Prices during the month have shown relatively few changes and these have not been of any very great importance. As yet the effect of improved business has been insufficient to bring about actual changes in the general levels. There is, however, a better tone in the market and greater firmness has marked a large number of products which have been stabilized at existing levels. Threatened declines have been overcome to a very large degree excepting in a few items and groups.

The citrus oils again present a rather peculiar appearance. The very high prices of recent months, while not fully maintained, have not dropped as far as many interests believed they would. There has been a declining tendency in lemon and some drop in orange, but prices are still well above what are usually considered "normal" levels. Advices from the primary market, however, are more or less contradictory. In some quarters, it is believed that after a moderate dip in values, quotations will again move upward and the market be stabilized for another season at high levels. Other dealers indicate that while they expect no immediate return to the very low levels of a year or two ago, they do not believe that prices will hold at today's market but that there will be a slow decline to more reasonable levels. In the whole, it seems unreasonable to anticipate a very great decline in prices on lemon and orange, but it is not improbable that these items will reach levels somewhat lower than the present before they turn again into higher channels.

The floral products have not been much to the fore during the last few weeks. The crop season in Grasse and the uncertainties regarding future prices have prevented any sharp action in the market. Thus far, it would seem that levels on the average might be slightly higher than those of last year. Rose products are tending upward and crop reports on lavender have not been very favorable. Other items show little sign of declining.

Soap makers' oils have been reasonably steady during the

(Continued on Page 508)

Aromatic Chemicals and Derivatives

The general tone of the market has shown a moderate improvement. Both in the cheaper items for the soap trade and in the higher priced synthetics, there has been more inquiry and to some extent more orders as well. The consumption seems to be running close to the levels of last year, but in some quarters it is reported as behind that of 1926. Buyers in the toilet preparations trade have not been very active during the summer. The trade has been depressed to some extent by a carry-over of finished products, but this is now well on the way to being worked off.

Prices have been quite steady in the case of most items. Greater firmness is the rule through improved buying, but basic changes have been almost lacking from the market. Geraniol has eased off a bit after a flurry due to anticipated higher prices on raw material. These have failed to materialize and hence quotations have eased back to about the former levels. Linalool and its derivatives have not been as active as they might be and quotations on most of them have eased slightly, without, however, producing any actual decline in prices.

There has been a fair demand for hydroxycitronellal. Artificial musks have also been moving fairly well, but here the competitive situation has been such as to prevent any price advantage being taken of this fact. The imported article in fact has declined a bit locally owing to pressure in one or two directions. The domestic producers have not been affected by this competition openly but undoubtedly lower prices on imported goods are being felt by those who make the product here. The matters of the duty and of possible "dumping" of goods are understood to be receiving careful consideration.

Easier prices are in evidence on phenylacetaldehyde, although not much change in the inside selling prices has been reported. Phenethylalcohol is also the object of some competitive activities. Safrol is firmer and higher in some quarters.

Vanilla Beans

Prolonged good weather has had a more or less favorable effect upon the local market and demand has been better during the early part of October than is usually the case at that season. At the same time, prices on virtually all grades of vanilla have been rather weak throughout the month under review. Stocks here are still considerable and while not so much is held in Marseilles as was believed at one time, there has been little chance of higher levels either for import or locally. The tendency on all grades has been to shade prices on actual sales, but to maintain them fairly well on quotation requests, leaving the shading to come as a matter of bargaining. This tendency has not helped the market. One or two factors have gone

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PRICES IN THE NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)
(See last page of Soap Section for Prices of Soap Materials)

ESSENTIAL OILS

Almond Bitter, per lb...	\$3.25@	\$3.35
S. P. A.	3.50@	3.65
Sweet True85@	.90
Apricot, kernel52@	.60
Amber, crude40@	.45
rectified65@	.90
Ambrette, oz.	48.00@	
Amyris balsamifera	2.75@	3.00
Angelica Root	18.00@	21.00
seed	35.00@	42.00
Anise, tech.62½@	.65
Lead free, U. S. P.68@	
Aspic (spike) Spanish ..	1.15@	
French	1.40@	
Bay, Porto Rico.....	2.45@	
West Indies	2.45@	
Balsam Tolu (oz.)	4.50@	
Balsam Peru	7.00@	
Basil	45.00@	
Bergamot, 35-36 per cent.	6.00@	6.25
Birch, sweet N. C.	1.90@	2.15
Penn. and Conn.	3.25@	5.00
Birchar, crude14@	
Birchar, rectified60@	.85
Bois de Rose, Femelle ..	2.35@	2.90
Cade, U. S. P.30@	.35
Cajeput, Native90@	1.20
Calamus	3.75@	4.25
Camphor, "white"15@	.17
sassafrassy20@	.22
Cananga, Java native....	3.70@	3.75
rectified	4.00@	4.15
Caraway Seed, rectified..	2.00@	2.10
Cardamon, Ceylon	32.00@	
Cascarilla	64.00@	70.00
Cassia, 80@85 per cent..	Nominal	
rectified, U. S. P.	2.70@	2.90
Cedar Leaf	1.20@	1.30
Cedar Wood30@	.35
Cedrat	4.00@	
Celery	8.00@	
Chamomile	3.50@	5.00
Cherry laurel	12.00@	
Cinnamon, Ceylon	11.50@	15.00
Cinnamon, leaf	1.75@	2.00
Citronella, Ceylon48@	.55
Java53@	.60
Cloves, Bourbon	2.60@	
Zanzibar	2.40@	2.50
Cognac	22.00@	28.00
Copaiba75@	.90
Coriander	13.50@	14.00
Croton	1.00@	1.15
Cubebs	3.50@	3.75
Cumin	7.50@	8.00
Curacao peels	5.25@	
Curcuma	3.00@	
Cypress	5.15@	
Dillseed	4.25@	6.00
Elemi	1.65@	
Erigeron	2.35@	
Estragon	38.00@	
Eucalyptus, Aus. U.S.P.	.65@	.70
Fennel, Sweet90@	.95
Galbanum	26.00@	
Galangal	24.00@	
Geranium, Rose, Algerian	4.35@	4.60
Bourbon	5.00@	6.00
Spanish	16.00@	
Turkish (Palma rosa)	3.50@	4.00
Ginger	6.00@	6.25
Gingergrass	3.20@	
Guaiac (wood)	2.85@	

Hemlock	1.15@	
Hops, oz.	16.00@	
Horsement	4.25@	
Hyssop	24.00@	
Juniper Berries, rectified.	3.00@	
Juniper Wood60@	.62
Laurel	5.00@	
Lavender, English	32.00@	
U. S. P. "X"	3.15@	5.00
Garden50@	.55
Lemon, Italian	4.15@	4.65
Calif.	4.25@	4.50
Lemongrass	1.20@	1.30
rectified	1.45@	
Limes, distilled	7.00@	7.50
expressed	13.25@	14.00
Linaloe	2.70@	
Lovage	16.00@	
Mace, distilled	2.00@	
Mandarin	11.50@	
Marjoram	6.25@	
Melissa	5.00@	
Mirbane15@	
Mustard, genuine	10.00@	12.00
artificial	2.10@	2.30
Myrrh	10.00@	
Myrtle	4.00@	
Neroli, Bigarade, pure..	140.00@	175.00
Petale, extra	170.00@	200.00
Niaouli	2.50@	
Nutmeg	2.00@	
Olibanum	6.50@	
Orange, bitter	6.35@	
sweet, W. Indian....	6.15@	6.60
Italian	6.15@	6.60
Calif., exp.	6.60@	7.00
dist	5.40@	6.00
Origanum, imitation ..	.50@	.85
Orris Root, concrete, do-		
mestic	4.00@	4.50
foreign	5.00@	5.50
Orris Root, absolute (oz.)	55.00@	70.00
Orris liquid	18.00@	
Parsley	9.00@	9.25
Patchouli	6.50@	7.00
Pennyroyal, American ..	2.00@	2.25
French	1.50@	
Pepper, black	5.75@	
Peppermint, natural ..	3.60@	3.80
redistilled	3.75@	4.00
Petitgrain, So. Amer. ...	1.90@	1.95
French	3.00@	
Pimento	2.90@	3.15
Pine cones	3.75@	
Pine needle, Siberia....	.85@	.95
Pinus Sylvestris	2.00@	
Pumilionis	2.95@	
Rhodium, imitation ..	2.25@	5.00
Rose, Bulgaria	12.75@	22.00
Rosemary, French75@	
Spanish50@	
Rue	3.60@	3.90
Sage	3.25@	
Sage, Clary	96.00@	
Sandalwood, East India..	8.00@	8.25
Sassafras, natural	1.00@	1.25
artificial30@	
Savin, French	1.90@	2.20
Snake Root	13.50@	
Spearmint	4.75@	5.00
Spruce	1.15@	
Styrax	12.00@	
Tansy	4.65@	5.00
Thuja	1.75@	

Thyme, red	1.00@	1.30
White	1.10@	1.50
Valerian	11.00@	
Verbena	3.75@	7.00
Vetivert, Bourbon	6.75@	7.75
Java	10.00@	25.00
East Indian	30.00@	
Wine, heavy	1.80@	2.00
Wintergreen, Southern..	4.50@	
Penn. and Conn.	8.50@	9.50
Wormseed	2.85@	3.00
Wormwood	18.00@	
Ylang-Ylang, Manila ..	26.00@	32.00
Bourbon	11.00@	12.25

TERPENELESS OILS

Bay	5.50@	6.00
Bergamot	18.00@	20.00
Clove	3.00@	
Geranium	8.50@	
Lavender	14.00@	
Lemon	22.50@	26.00
Lime, Expressed	60.00@	
Orange, sweet	200.00@	
bitter	200.00@	
Petitgrain	5.50@	
Rosemary	2.50@	3.75
Sage, Clary	90.00@	
Vetivert, Java	35.00@	
Ylang-Ylang	28.00@	35.00

OLEO-RESINS

Benzoin	2.50@	5.00
Capsicum, U.S.P. VIII..	4.25@	
Alcoholic	3.50@	
Ginger, U.S.P. VIII ..	3.00@	
Alcoholic	3.25@	4.60
Cubeb	3.25@	
Malefern	2.00@	2.50
Oak Moss	15.00@	15.50
Olibanum	3.25@	
Orris	9.00@	20.00
Patchouli	18.00@	
Pepper, Black	4.25@	
Sandalwood	16.60@	
Vanilla	6.75@	7.25

DERIVATIVES AND CHEMICALS

Acetaldehyde 50%	2.00@	
Acetophenone	3.50@	4.00
Acetyl Iso-eugenol	9.00@	
Aldehyde C 8	50.00@	
C 9	80.00@	140.00
C 10	55.00@	82.00
C 11	72.00@	77.00
C 12	75.00@	105.00
C 14	15.00@	35.00
C 16	15.00@	40.00
Amyl Acetate85@	1.00
Amyl Butyrate	1.75@	1.80
Amyl Cinnamate	2.50@	
Amyl Formate	1.70@	2.00
Amyl Phenyl Acetate ..	5.00@	5.75
Amyl Salicylate, dom..	1.15@	1.45
foreign	1.65@	
Amyl Valerate	3.00@	3.50
Anethol	1.25@	1.40
Anisic Aldehyde, dom..	3.40@	
foreign	4.00@	4.35
Benzaldehyde, U.S.P....	1.45@	
F. F. C.	1.55@	1.90
Benzylidenacetone	3.25@	4.25
Benzophenone	3.00@	5.50

Benzyl Acetate, dom.	1.15@
foreign	1.35@
Benzyl Alcohol	1.25@ 1.45
Benzyl Benzoate	1.30@ 1.50
Benzyl Butyrate	1.30@ 1.45
Benzyl Cinnamate	5.50@ 6.25
Benzyl Formate	9.00@ 9.50
Benzyl Iso-eugenol	3.35@ 3.60
Benzyl Propionate	20.00@ 30.00
Benzyl Succinate	3.75@ 5.00
Borneol	5.50@
Bornyl Acetate	2.90@ 3.50
Bromstyrol	3.30@ 3.80
Butyl Acetate	4.75@ 5.00
Butyl Propionate	2.00@
Butyl Butyrate	2.00@
Butyraldehyde	12.00@
Carvene	50@
Carvol	4.00@ 6.00
Cinnamic Acid	4.00@
Cinnamic Alcohol	3.75@ 4.25
Cinnamic Aldehyde	2.60@ 3.00
Citral C. P.	2.75@ 3.00
Citronellal	3.30@ 3.50
Citronellol, dom.	4.25@ 5.00
foreign	5.00@ 5.50
Citronellyl Acetate	8.15@ 8.75
Coumarin, dom.	4.00@
foreign	4.00@
Cuminic Aldehyde	62.00@
Decyl Acetate	28.00@
Decyl Alcohol	28.00@
Dibutylphthalate	30@ .36
Diethylphthalate	32@ .37
Dimethylphthalate	65@
Diphenylmethane	1.75@ 2.45
Diphenyloxide	1.00@
Ethyl Acetate	50@ .55
Ethyl Benzoate	1.80@
Ethyl Butyrate	2.00@
Ethyl Cinnamate	3.50@
Ethyl Formate	1.30@
Ethyl Propionate	2.00@ 2.65
Ethyl Salicylate	2.35@ 2.75
Eucalyptol	1.15@ 1.25
Eugenol	3.00@ 3.15
foreign	2.90@ 3.30
Geraniol dom.	1.50@ 6.00
foreign	2.15@ 4.00
Geranyl Acetate	3.15@ 4.25
Geranyl Butyrate	10.50@ 12.00
Geranyl Formate	7.00@ 11.00
Heliotropin, dom.	1.80@ 2.00
foreign	2.10@ 2.35
Hydroxycitronellal	6.00@ 10.00
Indol, C. P. (oz.)	3.10@ 5.50
Iso-borneol	2.30@
Iso-bornyl Acetate	3.25@
Iso-butyl Benzoate	4.00@
Iso-butyl Salicylate	3.00@ 6.00
Iso-eugenol, dom.	4.00@
foreign	4.50@ 4.75
Iso-safrol	1.75@
Linalool	3.25@ 4.50
Linalyl Acetate 90%	4.50@ 6.00
Linalyl Benzoate	10.50@
Methyl Acetophenone	3.50@ 3.75
Methyl Anthranilate	2.50@ 3.00
foreign	3.75@
Methyl Benzoate	1.85@ 2.25
Methyl Cinnamate	3.90@ 4.35
Methyl Eugenol	7.25@ 9.00
Methyl Heptenone	9.00@ 11.00
Methyl Heptine Carb.	20.00@ 36.00
Methyl Iso-eugenol	9.00@ 13.00
Methyl Octine Carb.	24.00@ 32.00
Methyl Paracresol	6.75@ 7.50
Methyl Phenylacetate	4.65@ 6.00
Methyl Salicylate	.42@ .50

Musk Ambrette	6.50@ 8.00
Ketone	7.50@ 9.50
Xylene	2.40@ 2.75
Nerolin	1.50@ 1.75
Nonyl Acetate	48.00@
Nonyl Alcohol	40.00@ 52.00
Octyl Acetate	32.00@
Octyl Alcohol	32.00@
Paracresol Methyl Ether.	7.00@ 8.00
Paracresyl Acetate	5.75@
Phenylacetaldehyde 50% imported	5.50@ 7.00
100%	5.50@ 8.00
Phenylacetic Acid	9.00@ 11.00
Phenylethyl Acetate	3.00@ 4.00
Phenylethyl Butyrate	9.00@ 13.00
Phenylethyl Formate	16.00@ 20.00
Phenylethyl Propionate	18.00@
Phenylethyl Valerate	20.00@
Phenylethyl Alcohol, dom.	4.75@ 5.50
imported	5.25@ 6.00
Phenylpropyl Alcohol	16.00@
Phenylpropyl Aldehyde	12.00@
Rhodinol, dom.	6.50@ 15.00
foreign	9.50@ 16.50
Safrol	.33@ .38
Skatol, C. P. (oz.)	9.00@ 10.00
Styralyl Acetate	20.00@
Styralyl Alcohol	20.00@
Terpineol, C. P. dom.	.32@ .39
imported	.50@ .60
Terpenyl Acetate	1.00@ 1.15
Thymene	.30@
Thymol	2.75@ 3.00
Vanillin	7.30@ 7.65
Violet Ketone Alpha	5.00@ 10.00
Beta	5.50@ 8.00
Yara Yara	1.50@ 1.75

SUNDRIES

Alcohol, Cologne spirits, gallon	2.74@ 2.79
Almond Meal	.25@ .40
Ambergris, black... (oz.)	39.00 Nom.
gray (oz.)	.40@ .50
Balsam Copaiba, S. A.	.38@ .43
Para	1.85@ 1.90
Balsam Peru	1.10@
Tolu	18.00@ 25.00
Baudruche skins, (gross)	8.00@ 12.00
Beaver Castor	1.50@
Cardamon Seed, green... decort	1.70@
Castoreum	10.00@ 12.00
Chalk, precipitated	.03 1/2@ .06 1/2
Cherry laurel water, (gal.)	1.25@
Civet horns	2.75@ 3.75
Guarana	3.40@ 3.65
Gum Benzoin Siam	1.50@ 1.75
Sumatra	.55@ .60
Gum Galbanum	1.35@ 1.50
Gum Myrrh	.90@ 1.10
Kaolin	.03@ .03 1/2
Labdanum	6.00@
Lanolin hydrous	.18@ .20
anhydrous	20@ .23
Menthol, Jap.	6.00@ 6.50
synthetic	3.25@ 4.00
Musk, Cabs, pods.. (oz.)	Nominal
grains (oz.)	Nominal
Tonquin, gr. (oz.)	35.00@
pods (oz.)	25.00@
Olibanum, tears	.19@ .35
siftings	.14@
Orange flowers	.40@ 1.00
Orange flower water (gal.)	1.50@
Orris Root, Florentine..	.16@ .20
Powdered	.20@ .30

Orris Root, Verona	.15@ .17
powdered	.18@ .30
Patchouli leaves	.25@ .90
Peach Kernel meal	.35@
Reseda flowers, powd.	1.50@
Rhubarb Root, Shensi..	Nominal
High Dried	.45@ .50
Powdered	.55@ .75
Rice Starch	.12@ .15
Rose leaves, red	2.00@
pale	.50@
Rose water, gal.	1.25@
Sandalwood chips	.45@ .50
Saponin	1.60@
Styrax	.40@ 3.35
Talc, domestic (ton)	18.00@ 33.00
French (ton)	40.00@ 45.00
Italian (ton)	50.00@ 65.00
Vetivert root	.30@
Zinc Stearate	.26@ .30

BEANS

Tonka Beans, Para	.90@ .95
Angostura	1.80@ 1.95
Vanilla Beans	
Mexican, whole	3.00@ 5.50
Mexican, cut	2.65@ 2.75
Bourbon, whole	1.80@ 2.30
Bourbon, cut	1.65@
South American	2.60@ 3.00

TINCTURES

Ambergris	18.00@ 24.00
Benzoin	1.75@
Civet	2.50@ 4.00
Musk, nat.	30.00@ 32.00
Orris root	2.00@
Balsam Tolu	1.50@
Vanilla	2.50@ 3.00

SOLUBLE RESINS

Ambrette	18.00@
Castoreum	28.00@
Chypre	13.00@
Civet	80.00@
Benzoin	2.75@
Galbanum	6.00@
Labdanum	5.50@
Myrrh	7.00@
Oak Moss	16.00@
Olibanum	6.00@
Opoponax	12.00@
Orris Root	12.00@
Patchouli	8.50@
Peru balsam	6.75@
Sandalwood	10.50@
Styrax	2.75@
Tolu balsam	3.50@
Vetivert	11.00@

CERTIFIED FOOD COLORS

Amaranth	3.50@ 4.00
Orange II	3.50@ 4.00
Tartrazine	3.50@ 4.00
Ponceau 3R	6.00@ 7.50
Indigo	15.00@
Erythrosine	20.00@
Guinea Green B.	15.00@
Light Green S.F.	25.00@
Fast Green F.C.F.	30.00@
Yellow A.B.	3.50@
Yellow O.B.	3.50@
Naphthol Yellow S.	8.00@

OIL SOLUBLE COLORS

Alcannin	5.00@
Black	3.00@
Blue	5.00@
Brown	4.00@ 5.00
Green	6.00@
Red	3.50@ 6.00
Yellow	3.50@

Vanilla Beans

(Continued from Page 505)

possibly a little too far in the matter of competition with a general weakening effect upon the market.

The quality of beans available in general has been very good. However, there have been some offers of admittedly inferior Bourbons in this market at very low prices. These special offerings should have no effect upon the general situation, but they have affected it to some extent, resulting in depression in good Bourbons held generally throughout the trade. Mexicans are off only slightly and seem firmer than other types. Material change in the levels is not anticipated in the immediate future by best informed factors in the market.

Sundries

The feature of the month has been the advance in menthol prices, both here and in Japan. Speculation on the part of Japanese interests has been primarily responsible for this rise which has driven levels up almost a dollar a pound during the month. The importers here have not been able to secure any of the advantage of the rise since the spot price has been and still is consistently well below the shipment level. There has been talk of a check on this through the synthetic article, but that is doubtful.

Balsams are slightly lower, owing to better supplies. Guarana has again advanced and is now close to record levels. Orris root is strong and advancing with stocks short and shipment prices very high. Other items have felt a fairly good demand and have been quite steady in price since our review for September.

Essential Oils

(Continued from Page 505)

month although the local geranium market has shown signs of pressure. Prices are slightly lower on all grades and while advices from primary points would seem to indicate a period of higher quotations, the tendency here has been to hold off in the belief that not all of the reports from abroad were thoroughly trustworthy. This has had its effect upon the spot prices, but shipment quotations have not declined. In fact, there is a tendency to quote higher levels in some directions. Citronella has been more or less stagnant at former price levels and lemongrass has shown the same tendency. Linaloe and bois de rose have been irregular with business slack and no material change in the prices quoted in this market.

Seed and spice oils have not changed much, such changes as have taken place being due to fluctuations in the raw materials. Cummin is a little lower and clove is also fractionally weaker. Most of the other oils in this group are unchanged.

Domestic oils present the usual interesting picture for the autumn season. Reports indicate that the crop of peppermint will be about equal to that of last year when approximately 600,000 pounds of oil were produced. In addition to this crop reliable estimates place the carry over at 100,000 pounds. In this situation, it is difficult to see how any sharp rise in price can take place this season. At the same time, present levels seem quite reasonable and best informed factors do not expect any marked decline from them. Spearmint is a little easier on pressure of the new crop and the same is true of tansy and wormseed. Wormwood continues exceptionally scarce and strong and there is not much chance of a decline in this item.

Warns Distillers on Vetivert Quality

The export production of vetivert oil from the French Island Colony of Reunion during 1926 amounted to 24,251 pounds, valued at \$152,464, and in 1927 to 28,600 pounds, valued at \$97,489. About 1,585 acres are now set to the vetivert plant, a large area in a small, very mountainous island. The bulk of the essential oils of Reunion serves the perfume makers of France, but in 1927 the United States received by direct shipment 2,204 pounds of Bourbon vetivert oil. On May 12, 1928, vetivert oil was worth about \$3.56 per pound prepared for shipment in Reunion.

The Government Analytical Laboratory of Reunion according to vice-consul Paul D. Thompson has warned the distillers that defective methods of distilling yield essential oils which although not adulterated, resemble diluted and adulterated oils, and that such methods must be avoided or overcome, in order to maintain the high standard of Bourbon essential oils on the world market.

Paraguayan Production and Exports of Petitgrain

The production of oil of petitgrain is not an organized industry in Paraguay, reports Trade Commissioner H. H. Tewksbury, Buenos Aires. The oil is produced by distilling the leaves of the bitter orange trees which grow extensively throughout the country. No attempt has been made to centralize the distilling industry and small quantities are produced in scattered parts of the country. The principal Paraguayan buyers are located in Asuncion, where they secure stocks both through their representatives who travel into the interior and from the producers who bring the product to Asuncion.

Figures of value are not available for years prior to 1926, but the quantity and value of exports for 1926, 1927, and the first quarter of 1928, were 90,176 kilos, valued at 297,580 gold pesos, 81,372 kilos valued at 244,116 gold pesos, and 19,422 kilos valued at 58,366 gold pesos, respectively. (One gold peso equals \$0.9648 United States currency).

While Government figures do not show destination of exports of this product it is claimed that the bulk of the exports of oil of petitgrain are sold to buyers in Argentina for re-export. Buyers in Asuncion report that no adulteration whatever is made of the product before export.

Bumper Peppermint Crop at Mitcham

LONDON, Oct. 10.—The crop of Mitcham peppermint is this year a "bumper" one, and trucks are now daily passing through the streets of Mitcham, Sutton and Carshalton loaded with bales of the sundried plant, leaving trails of perfume behind them.

Continental people, especially the French, put Mitcham peppermint to many more uses than do the English. Many years ago peppermint was grown on a large scale at Banstead, in the Surrey hills, where a wayside inn named "The Mint" still testifies to the extent of the industry there.

The cultivation of peppermint in the Mitcham district is begun in May from young plants or setts, not from seeds. The average yield, years ago, was from 18 to 35 lbs. of oil per acre, the value ranging from 20s. to 30s. (\$5 to \$7.50) per pound. Now, owing to better and intensive methods of cultivation and distillation, the yield is from 80 to 100 pounds per acre, and the value about £4 per pound. The entire crop is cut by hand with sickles. It is then left to dry in the sun. Subsequently it is rolled in mats and left again for a day or so before being carted in huge bales to the distilleries.



The Most Suitable Soap for Wool*

The judgment on this matter is summed up in the periodical *Bolletino Industria Laniera* to the effect that a completely neutral soap is not the most suitable for the washing of wool, because by itself it does not yield the same cleansing action which it might.

A soap, e. g., which contains 0.5%-1% of free alkali, not only does not injure the wool, but it increases in remarkable manner the cleansing capacity of the soap itself.

Besides, it seems that better results are obtained in wool washing and fulling if the soap contains a definite quantity of free alkali. In case that one desires to use a neutral soap, in order not to run the risk of having to deal with too great an excess of free alkali, a small quantity of sodium bicarbonate, about 1% computed for the weight of the soap, may be added.

The question whether potash soap deserves the preference, is to be met by the statement that in the majority of cases the so-called potash soaps of industry contain not more, probably even less of potash than one quarter of the quantity which is ordinarily assumed. In general wool mills buy a soap under the name of potash soap which is such only to a very small extent. As for the rest the sodium-potash soaps are identical to such an extent that it is hardly possible to find the difference in the results, if the experiments for comparison are carried through with scientific accuracy.

In any case the use of too hot laundry waters is much more harmful to wool than the use of sodium soaps in place of potash soaps.

*From *Deut. Perf.-Ztg.*, Vol. 14, No. 10 (1928).

Sampling Fats of Japanese Fishes

S. UENO and K. YASUHARA.—The quality of the fats of Japanese fishes from the point of view of the industry of the hardening of fats.—(*Journ. Soc. Chem. Ind. Japan.*, XXX.)*

The study of the measure of the acetyl value of many samples of fats of Japanese fishes has led the authors to the following conclusions:

The acetyl value of a sample of fish oil shows different values, especially in the case of the oils of herring; furthermore it is not at all possible to represent the oils of marine animals by the acetyl value. Meanwhile in the cases of refined oils more constant values are obtained, and the acetyl value may be of use for determination in the effort at identification, but only after the refining process.

This determination is not necessary for fats intended to be hardened.

*From *Rev. Gen. des Coll.*, Vol. 6, No. 53, 1928, p. 80.

Uncommon Uses of Soap

by P. McKin Dame

Almost everyone is familiar with the wondering cleansing properties of soap and water, yet it is safe to say, that less than one-half of one per cent of our people are acquainted with other purposes for which soaps are sometimes used.

As a lubricant, soap is frequently employed in drilling metal work, reaming and tapping. I have used laundry soap dissolved in water as a lubricant in drilling white metal, as oil is worthless for the purpose.

In assembling illuminating gas fittings, if a moist bit of soap is rubbed across the threads, a perfectly tight joint will be secured and no leakage of gas can result.

Common laundry soap (yellow) is excellent when applied to tight fitting bureau drawers and will prevent squeaky doors, if rubbed over the jamb where the door touches. Even a common wood screw will enter the wood easier if a piece of soap is rubbed over the threads before inserting. As a lubricant for heavy and slow moving gears, soap answers the purpose very well.

When I worked on the farm, away down East, we always rubbed soap over the teeth of a saw before we began to cut up any unseasoned timber, in fact, we occasionally soaped the saw during the entire operation, as this was conceded to be one of the secrets of green-wood cutting and it made the work easier.

Snuff-users practice a habit called "scouring." This consists of partially chewing the end of a length of licorice root enough so as to render it like a brush. They then rub a bit of castile soap all over this softened end, dip it in red top snuff and scour their teeth with it. Some of our neighbors acquired quite a jag through the procedure.

An old lady wanted to mail a letter and having a stamp on hand which had been removed from another envelope she had spoiled, she was obliged to use it, as she was five miles from any post office and had no mucilage on hand. All she did was to moisten a piece of soap which she rubbed over the back of stamp and on that portion of envelope where the stamp would go. The letter went all right and the stamp stayed attached. I have often used laundry soap as a glue to join tin-foil together when I needed a foil wrapper. It worked excellently.

My object in mentioning these little incidents is only to awaken the sub-conscious mind of individuals and start them thinking on "out of the rut" subjects. When our minds seek a temporary recess from serious technical thoughts, we often stumble over something valuable, although not expecting it.

If the manufacturers of pure castile soap only realized how much of their product is used by snuff-scourers, no doubt they would reap benefits from catering to this class of consumers, with a trade pulling side line. This class

use considerable wintergreen oil. They demand the best and although not aware of its U. S. P. designation (*oleum gaultheria*), they always ask for the true oil made from checkerberry leaves. I do not believe they could tell it from methyl salicylate. They mix this oil with their snuff before using any from a fresh box. Maybe the manufacturers are aware of this outlet for castile soap. If so, they are realizing upon it, a little at least, but very little is a help. If we get enough of the littles we'll soon acquire a big pile.

In the Spring of 1916, while out in the country on a friendly visit, I noticed my hostess (she was a farmer's wife) cutting up a cake of carbollic type soap into small pieces. I inquired what she intended to do with it. She replied that when packing away her woollens for the Summer season, if one would sprinkle small bits of the soap among the layers of cloth, moths would surely keep at a respectful distance. This ought to be a good ad. for this soap. I wonder if tar soap would be repellent to moths. No doubt it would. Women all over the nation could buy a package of sanitary tar soap moth powder for this purpose. I think it would be a wonderful item for sale in the springtime. Here is an enterprising man's opportunity and I've never heard of it being tried.

Here is another idea which has been trying to make an impression on my cranium. Quite a number of women have asked me why I didn't put up a scouring soap in a tube, in a paste form. I think this would prove to be a good seller, as preparations in paste form put up in tubes are not only sanitary but very convenient, being clean and always ready for use. A paste of this nature would receive a most welcome reception among storekeepers that do their own window cleaning and also among hosts of housewives in the big cities. There may be something of this character on the market, but I have not as yet got a glimpse of it. This article is a real necessity and it cannot make its debut any too soon. It will create its own demand.

There could be two grades of this scouring paste, one for use in cleaning windows, polishing silverware, mirrors etc., and another for scouring purposes like cleaning pans, bath tubs, sinks and many other uses.

Palm Oil Planting and Growing in Malaya

Continued development is shown in planting and developing palm oil estates in Malaya, Trade Commissioner Don C. Bliss, Singapore, Straits Settlements, advises the Department of Commerce. At the end of 1927 Malaya had 24 oil palm estates, an increase of five over 1926. Of these, three have over 2,000 acres planted, and ten have between 400 and 800 acres planted.

The total area planted to oil palm in British Malaya is 18,321 acres and the additional area alienated to oil palm estates totals about 18,500 acres, while the authorities have provisionally reserved for this industry about 118,000 acres more, but this is not yet alienated and it is not even known whether it is all suitable for palm oil production.

Four up-to-date oil extraction plants are now in operation on estates, two more than in 1926, and in 1927 they produced 915 tons of palm oil and 185 tons of kernels, as compared with 751 tons of oil and 168 tons of kernels in 1926. It is expected that 1928 will show a considerable increase in production, as new areas will come into bearing and the machinery on two estates will be working through the year for the first time.

Hydrocarbon Soap*

The employment of aldehydes and alkaline hypochlorites to saponify oils, fats, tallow, wax and fatty acids is the subject of a claim in a French patent (584738) by R. Vidal, who has noted (Patent 634,983, 1928) that when this saponification occurs in presence of hydrocarbons such as petroleum (fuel oil, oleonaphtha, vaseline oils) products soluble in water are obtained containing as much mineral oil as the fatty acid utilized.

Example 1.—By mixing 10 parts of oleic acid with 10 of mineral oil and then adding 10 parts of a solution of hypochlorite at 20° Baumé, a thick whitish paste is obtained in which a separation is produced by adding 3 parts of soda lye at 36° Baumé. Thus there is a thick paste containing the combined fatty acid, the mineral oil and part of the water, also salt water. After decantation of this salt water and mixing the remaining paste, there is a semi-solid substance which dissolves hot like soap without separation of mineral oil.

Example 2.—Mineral oil, 10 parts is mixed with 10 of oleic acid and then 1 to 1½ of a 50% solution of acetic aldehyde added. To this mixture 3 of soda lye at 36° Baumé is added. Thus after mixing a uniform mass is obtained which, after 24 hours, will dissolve in hot water without separation of mineral oil. Any fatty acid can be used in place of oleic acid or even oils, tallow, fats. These soaps are intended for raw or bleached, dyed or printed textiles.

*British Soap Manufacturer, Vol. IV, No. 42.

Investigations Into Tendency of Fats to Become Rancid*

by J. Pritzker, Basle

By the designation "rancidity" is indicated certain changes in fats which are disagreeable to taste and smell. A. Schmidt and H. Kries were the first to attempt the chemical proof of this change; then the so-called "Kreis rancidity reaction" attained especially large significance, and a great number of studies were undertaken especially in America for clearing up this matter. Pritzker and Jungkuntz in an article on the rancidity of fats then made a compilation of the older and more recent literature, and in this connection have described the extremely interesting process of the Kreis reaction. Recently Wilmer C. Powick published an article entitled: "Compounds developed in rancid fats, with observations on the mechanism of their formation," which yields an almost complete experimentally demonstrated explanation of the Kreis reaction. According to Powick the chemical compound which is active in the Kreis reaction is said to be epihydrinaldehyde, which with Phloroglucin, by separation of 2 molecules of water, forms a condensation product having the formula $C_{15}H_{12}O_6$. Concerning the origin of the epihydrinaldehyde in rancid fats and oils Powick cites a number of derivatives. According to the autoxidation theory of Tscharch and Barben these processes have a much more plausible explanation. A detailed presentation is to be found in the article by Jungkuntz "Concerning the Origin and Proof of the Rancidity of Fats and Oils." (Lecture before the Swiss Natural History Society, 1927, Basle, in the *Chem. Umschau*.)

*From *Seifens.-Ztg.*, Vol. 55, No. 22 (1928).

Physical Bleaching of Fats for Soapmaking

Various Processes Described for Removing Color Without Changing Chemical Characteristics

by E. Richardson, B. Sc., B. A., A. I. C.

PHYSICAL bleaching includes those processes which remove the color of the fat or oil by withdrawing the coloring materials from it without altering their chemical nature, and without subjecting the fat or oil to the action of reagents which are capable of chemical reaction under the conditions of the operation.

The impurities present may originate during the melting or pressing out of the fat, or may result from exposure to air, light and moisture, which favor the action of the natural ferments contained in the crude oil. Fermentation results in hydrolysis which not only liberates glycerol and free fatty acids, but also breaks down nitrogenous matter into mucilaginous bodies. T. Andrews (*J. S. C. I.* (45) 970) states that in the presence of air the glycerol ferments, giving aldehydes and ketones, the result being that a crude oil contains fatty acids, mono- and di-glycerides, nitrogenous matter, moisture, carbohydrates, resins, dyes, traces of glycerol and of aldehydes and ketones, and mechanical impurities—including dirt, fragments of wood, meal, fibres from press cloths, animal tissue, etc. The coloring materials may be the natural coloring matter of the vegetable oils, consisting of xanthophyll, erythrophyll, chlorophyll, etc., or may be substances produced by the action of heat on the oil, or derived from the containers (e. g. metallic compounds).

When the oil is required for edible purposes it is subjected to a preliminary treatment to prevent further hydrolysis during the period of storage before refining. The object is to eliminate the nitrogenous ferments and enzymes, and as a large proportion of these impurities can be removed by settling, it was formerly the practice to tank the oil until these "foots" formed a distinct layer.

This process is limited to those oils which are liquid at normal temperatures, and takes time. Decomposition takes place during the settling, and the "foots" are difficult to handle.

The modern procedure is to pump the oil through a filter-press, which removes the insoluble matter and a considerable proportion of the moisture. The colloidal and the soluble nitrogenous bodies which remain are a source of danger, as they may liberate ammonia when the oil is neutralized, and cause discoloration. For edible purposes the oils are therefore blown with open steam, but for soap-making this is not always necessary.

Filtration

There are two types of filter-press in general use. The characteristic feature of one press is that it is composed of recessed frames which are fed from the centre, and as it is impossible to wash the filter-cake efficiently in this type of press, it is only employed with those materials which do not form a solid cake. The second type of press

contains plates and frames, and is suitable when the material forms a solid cake as the cakes can be washed or steamed or dried with hot air. As the plates can be heated with steam, fats may be filtered while in the molten condition.



An ingenious method is used to prevent the solidification of tallow during filtration (e. g. after bleaching with a solid material such as fuller's earth, as described later) without raising the press to too high a temperature. The first plate in the press is heated by wet steam, which is then replaced by compressed air, previously warmed in heating coils. The moisture which has condensed on the first plate is vaporized by the hot air and carried to the second plate, on which it condenses, being

subsequently vaporized again and carried to the next plate. This condensation and vaporization is repeated right through the filter-press, the temperature of which is raised in this way to 80°-100° C., where it is retained by the hot air. This method overcomes the poor conductivity of hot air, the latent heat of steam being used to give the initial rise in temperature.

R. Dieterle (*Sci. Zeit.* 1927 (54) 743) states that a large filtering surface is important, as oils which have been bleached with earths that smear will then filter rapidly, and a thin cake of earth is more easily freed from oil than a thick cake. The press must be easily cleaned and fitted together, the type in which the oil enters the middle of the frame being not well adapted for this purpose. Such presses do not give good joints, and trouble results from running taps.

Oil will not filter under its own pressure unless the storage tank is about a hundred feet above the filter-press. It is usual to filter by gravity as long as the oil will flow and then complete the operation with a pump. Rotary pumps are rapidly abraded by the fine earths used in oil bleaching, and are inferior to piston pumps for the purpose. The latter leak much less than rotary pumps, but it is often held that the irregular pressure they produce exerts a deleterious action on the filter-cloths. Dieterle (*ibid*) denies this, ascribing the damaging of the cloths to the machine in which they are washed.

The physical methods of bleaching which are employed to destroy the coloring matters remaining in the oil after tanking or filtration include heating (treatment with steam and hot water), bleaching with absorbent materials, and exposure to light (including ultraviolet light).

Heating

If the oil is merely heated, the temperature must be adjusted to coagulate and destroy the nitrogenous materials without damaging the oil, but it is usual to combine the heat treatment with washing, either with water or with steam.

Tallow, lard and similar materials are melted and

washed with brine until they are sufficiently purified. According to Schädler (Ubbelohde-Goldschmidt "Handbuch der Öle und Fette," 1908 (1) 768), in the case of tallow, five per cent of its weight of water is added and the mixture is boiled and stirred until an emulsion is formed. After about an hour the heat is turned off and the kettle covered and allowed to settle. Separation of the fatty layer may be hastened by adding salt or alum.

Edible oils are similarly boiled with open steam and some reagent which assists the coagulation of the proteid matter (see T. Andrews, *J. S. C. I.* (45) 791) the action of the steam being partly that of washing, as water is formed by condensation, and partly a volatilizing action, as the escaping steam carries impurities away with it. E. T. Webb (Soap and Glycerin Manufacture, 1927) points out that the various steaming methods can be applied to almost any oil or fat. The process patented by Lever Bros., of which a brief outline is given in the next paragraph, renders good quality oils fit for edible purposes and also bleaches bone grease to such an extent that it forms a satisfactory substitute for tallow in soap-making.

The oil is treated with four per cent of Tonsil (an absorbent earth) which has been previously acidified with sulphuric acid, and the mixture is heated to 95° C. for about two hours, with constant stirring. The earth is then filtered off and the oil is subsequently heated to 245-285° C. under a high vacuum. At the same time superheated steam at seven pounds per square inch absolute pressure is blown in. The process is completed after two hours blowing, not more than 0.5 per cent of free fatty acids remaining in the oil.

The Bataille process, described by Whiten in *Chem. Age* (N. Y. 1923 (31) 505) also involves steam treatment under high vacuum. There is an average of 29.2 inches of vacuum throughout the plant. The free fatty acids are neutralized with caustic soda, and the oil is allowed to settle. The settling is greatly facilitated by the low pressure, which permits of the dehydration of the soap formed by the neutralization. The soap settles out in a practically anhydrous condition. The oil is next bleached with fuller's earth under vacuum, filtered, and distilled with steam.

Absorbent Materials

The most usual materials employed for absorbing coloring matter from oils and fats are siliceous minerals of the fuller's earth type, including Florida earth, Floridin, Tonsil, etc., but many other substances have been tried from time to time. Charcoal, asbestos fibre, clay and kaolin, kieselguhr, ground oil cake, paper pulp and sand may be mentioned among these.

Florida earth is a typical bleaching earth, being an aluminum magnesium hydrosilicate which occurs naturally in Florida. The substance is white, gray-white or yellow-white. The following analysis is given by Ubbelohde-Goldschmidt (Handbuch (1) 797):

Silicic Acid	56.53%
Alumina	11.57%
Magnesia	6.29%
Iron Oxide	3.32%
Calcium Oxide	3.06%
Water (partly combined)	17.95%
Alkalies and difference	1.28%

100.00%

Florida earth is insoluble in water and neutral. Before use it must be dehydrated by roasting at 300-400° C. in a special oven, but it can also be used without removing the chemically combined water, in which case it need only be heated to 120-160° C. to remove the uncombined water.

Fuller's earth is used for most varieties of oils and fats, including cottonseed oil, coconut oil, arachis oil, tallow and lard. The oil is pumped into a steam-jacketed tank fitted with a mechanical stirrer and heated. Dry fuller's earth is then added, and when bleaching is completed the oil is pumped through a filter-press. The filter is heated if necessary, and is finally steamed out.

Webb states that the oil obtained by the final steaming of the press is very dark in color and should be kept apart from the bulk. He gives the loss on the process as one to two per cent of the total oil bleached, and in some cases this loss renders the treatment too expensive for commercial use.

The quantity of earth used should be determined by laboratory experiment. Webb (*ibid* p. 36) gives 2-5%, Martin (Oils, Fats and Waxes p. 79) 0.2-10%. The temperature is given by Webb as 60-70° C. and by Martin as 40-60° C. and while the former gives one to two hours as the time necessary for bleaching, Martin gives 10-60 minutes. These points are discussed in recent papers in the *Seifensieder Zeitung* quoted below.

Objections to Absorbent Earths

The chief objection to the use of absorbent earths is that a certain proportion of the oil or fat remains in the earth after the completion of the process. This oil is lost, and the earth is rendered unfit for further use, large heaps of spent earth accumulating outside the works. Lamborn (in Soaps, Candles and Glycerin) says "The press cake is a worthless by-product," but as it is variously stated to contain 17-25% of oil (calculated upon the weight of dry earth used) even after steaming and centrifuging, this is evidently the weak point of the method.

British Patent 185174 (1921) describes a process of hydrolysing the oil in the press-cake by treatment with superheated steam at 230-300° C, the glycerol and fatty acids so produced being collected after distillation. Another procedure (U.S.P. 1070435 (1913)) is to heat with brine and then treat with crystalline sodium carbonate and sulphuric acid. The carbon dioxide liberated is supposed to set the oil free from the cake, but results do not justify the expense. Stiepel (D.R.P. 379124) saponifies the oil with caustic soda, but a writer in the *Seif. Zeit.* (1926, p. 870) objects that the earth itself absorbs lye, and is difficult to separate from the aqueous solution. Hirzel recommends extracting the cake with a volatile solvent, and the *Seif. Zeit.* (loc. cit.) states that extraction is the best method hitherto discovered. Martin (Oils, Fats and Waxes, 1924, p. 92) in stating that Messrs. Scott of London supply a plant for extracting fuller's earth with volatile solvents, gives it as his opinion that the process is not economical unless the fat content of the earth is at least ten per cent. The oil obtained by extraction is of very little use, and can only be mixed in very small proportions with crude oils which are to be refined. A reviewer of this subject in *Brit. Soap. Manfr.* 1924 (1) p. 12 also reaches the conclusion that none of these processes is entirely satisfactory.

(To be Continued)

Ethylene Glycol as a Glycerine Substitute*

Manufactured in America in Commercial Quantities—

Progress of Its Development Reviewed

by Dr. Karl Braun

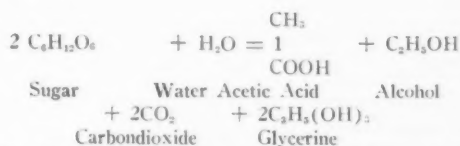
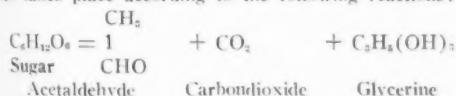
AS sources of glycerine we have today either the saponifiable fats and oils or the various kinds of sugar capable of fermentation. Furthermore we have ethylene glycol as a substitute.

It now has the appearance as if the glycerine obtained as a by-product of the fats is no longer able to meet the needs or can no longer enter into competition with modern methods. As a serious competitor both of ordinary glycerine and fermentation glycerine, must be considered ethylene glycol.

Scheele was the first who in the year 1799 called attention to the occurrence of glycerine. This Swedish investigator boiled fats and oils with lead oxide with addition of water, and found that this had a sweet taste after the paste formation was complete. He designated the body as "oil-sweet." It was Chevreul who coined the name glycerine. Fat glycerine is obtained in large quantities as a by-product in the hydrolysis of fats and oils, i. e., in saponification. This hydrolysis may be produced by boiling with lye, by heating under pressure, or by the aid of catalysers, as for instance by the castor oil ferment, by the various saponifiers and by various other methods. As principal products are formed either soaps or fatty acids, with glycerine as by-product. According to its source we distinguish principally soap lye glycerine, saponification glycerine and distillation glycerine. These methods are sufficiently described in the literature of the subject, so that a discussion of them at this place is superfluous.

Glycerine, a colorless thick-oily fluid, has a rarely, many-sided application. The largest quantity is used in the dynamite industry. In addition large quantities are used in the soap industry and in cosmetics. In the automobile industry and the aviation industry it is used as an anti-freezing mixture for motors, as well as a lubricating material in hydraulic presses. During the world war the need of glycerine, on account of the lack of oils and fats could not be met by their hydrolysis, and another source of glycerine was found in sugar syrup. It has been long known that in the fermentation of sugar with yeast there is formed, besides alcohol and carbonic acid, glycerine in small quantities to be sure, namely about 3 per cent. It was the aim of the chemists to so direct the fermentation process that the quantity of glycerine obtained was as large as possible and that its industrial production should be put on a paying basis.

The alcoholic fermentation, according to the results of investigation of the professors Neuberg,² Hirsch and Reinhardt takes place according to the following reactions:



The glycerine obtained by such a method bears the name protol³ (Abbreviation for propantriol), fermentol or glycerol. The first American patent has been given to one J. A. Eoff⁴ under No. 1,288,398. According to this method the fermentation takes place under alkaline condition.

In Germany⁵ the method⁶ of obtaining fermentation glycerine during the World War was brought to the greatest possible perfection by Connstein and Luedecke in the United Chemical Works A. G. Additions of disodium phosphate, sodium acetate, ammonium carbonate, bicarbonate of sodium or of magnesium made it possible to increase the amount of glycerine to about 15 per cent. An addition of sodium bisulphite for checking the growth of bacteria increased the amount to about 35 per cent. Acetaldehyde, which likewise forms during the fermentation, was in this process formed into the aldehyde salt of sodium bisulfite. Computed on the basis of the sugar used the glycerine gained amounted to 20-25 per cent.

Schweizer⁷ reports concerning his experiments that the greatest difficulty was in the selection of a suitable yeast. For the fermentation there were used

- 40% of saccharose,
- 2 gm. of ammonium diphosphate,
- 400 gm. of water,
- 1 gm. of potassium bisulfite,
- 10 gm. of pressed yeast.

At the beginning of the fermentation 30 gm. of sodium bisulfite were added. 100 gm. of sugar yielded an average gain of 21.3 per cent (of glycerine).

According to the English patent No. 138,330 of the United Chemical Works A. G.⁸ neutral salts also hasten the fermentation. Thus e. g.,

- 1 kg. of sugar,
- 500 gm. of sodium sulfite dehydrated,
- 250 gm. of magnesium sulphate, were dissolved in
- 5,000 gm. of water, and were fermented with
- 100 gm. of yeast at 32°C.

The result amounts to 15% of alcohol and 33 per cent of glycerine, computed on the weight of sugar. The German patent 298,594 likewise protects the employment of the neutral sodium sulfite which reacts under alkaline condition. In this connection it is also advantageous to make use of salts of reducing acids of sulphur, as e. g., hydrosulfite, hyposulfite, sulfoxylate and the like. By such use the

* *Deut. Pat.-Ztg.*, Vol. 14, No. 7, 1928.

¹ *The Manufacture of Soap*, Collection Gieschen No. 336, 2d ed., and *The Soap Industry*, by Dr. Max Jaenecke, Leipzig, 2d ed.

² C. Neuberg, *Neue Wege Der biochemischen Zuckerspaltung*, *Chem. Ztg.*, 1920, p. 9, p. 18.

³ *Seifens.-Ztg.*, Augsburg, 1921, 591.

⁴ *Seifens.-Ztg.*, Augsburg, 1919, 342.

⁵ *Seifens.-Ztg.*, Augsburg, 1919, 522.

⁶ *Seifens.-Ztg.*, Augsburg, 1921, 633.

⁷ *Seifens.-Ztg.*, Augsburg, 1919, 425.

⁸ *Seifens.-Ztg.*, Augsburg, 1921, 271.

formation of sulphuretted hydrogen is prevented. According to D. R. P. No. 298,595, the yeast is subjected to a purification during fermentation.

According to the most recently published method⁹ for the production of fermentation glycerine by the United Chem. Works A. G. fermentation is likewise carried through by addition of sodium sulfite. Fluid products of fermentation are, if necessary, removed by distillation, and the alcohol free residue, after addition of sugar is again subjected to fermentation. As to the extent to which this method is capable of producing an article which is equal to fat glycerine in chemical efficiency and price, remains to be seen.

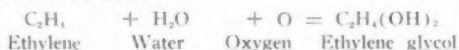
During the war 1,000 tons of glycerine were produced monthly. The annual consumption of sugar at that time amounted to 72,000 tons that is about 1 kg. per head of the population.

Of especial interest appear to be the Koch patents No. 331,694 and 338,734.

Koch found that on the addition of a more abundant amount of vigorous yeast the fermentation is more energetic and yields a larger amount of glycerine. From 30 gm. of sugar each on the one hand a 10 per cent of an aqueous solution was prepared, and on the other hand a 30 per cent solution. In case of each experiment 20 cc. of yeast sediment from a fresh wine yeast culture and .075 gm. of ammonium phosphate were added as yeast food. From 100 gm. of fermented sugar 7.2 per cent of glycerine were obtained in the 10 per cent solution, and 12.71 per cent in the 30 per cent solution. It is recommended to draw off the alcohol periodically by distillation or else continuously in vacuo. Furthermore Koch was able to show that the amount of glycerine obtained could be still further increased if the amount of alcohol in the mash is depressed by the addition of water as soon as it amounts to 5 per cent.

But even these processes are, according to the discussions of Bosart,¹⁰ profitable only when the by-products resulting, i. e., the alcohol, the aldehyde and the carbon dioxide, cover the costs of the raw materials. However, such conditions can hardly be carried out in practice.

A dangerous competitor¹¹ has been met by glycerine in ethylene glycol, this is a dibasic alcohol with a formula $C_2H_4(OH)_2$, which has been long known. It does not occur in nature. Its formation results e. g. from the olefines (C_nH_{2n}) by oxidation with potassium permanganate in presence of water.



The practical production, according to the formula DRP. 300,122 of the Chemical Factory Griesheim-Elektron in Frankfurt a.m., results in such a manner that an extended contact of the resulting glycol with the permanganate solution is avoided. This is avoided by bringing into contact the ethylene and permanganate solution according to the Counter-Current Principle.

In America ethylene is obtained from the gases of kerosene by increased pressure and low temperature. By treatment with chlorine, in consequence of the unsaturated

character of the ethylene, chemical action of chlorine takes place, and ethylene chloride is formed. By hydrolysis with sodium lye glycol is obtained.

For about two years glycol has been manufactured in America in commercial quantities. The production in the factory of the Union Carbide and Carbon Corporation in South Charleston, West Virginia, amounted in the year 1926 to more than 2,250,000 kg. It is to be assumed that the production will be increased, since in addition other compounds, as e. g., ethylene-glycole-monoethyl-ester, are expected to be produced. The compound named is already being used in the varnish industry as a solvent in quite considerable quantities.¹²

Ethylene glycol is a liquid boiling at 198° C. It is easily soluble in water, very slightly soluble in ether and has, like glycerine, a sweet taste. Glycol may be nitrated the same as glycerine, forming glycol dinitrate.



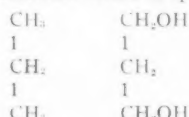
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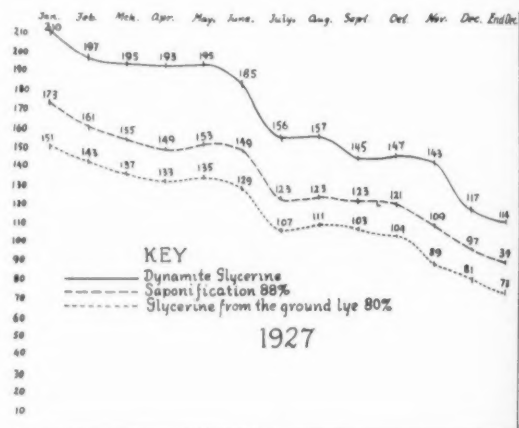
Ethylene glycol + Nitric acid = Glycol dinitrate + Water.

The product obtained has a lower freezing point than glycerine and is less sensitive to concussion. It serves as a mixer with dynamite. Its use in the tobacco industry, in the pharmaceutical field, as also in the manufacture of soap is insignificant. Only as an "anti-freezing mixture" is glycol as efficient as glycerine.

It may be further remarked that trimethylene glycol sometimes occurs in spirit lyes and also in crude glycerine.¹³



Propanl Propylene glycol = Trimethylene glycol.



⁹ Dr. Th. Kroeber, Concerning Fermentation Glycerine. *Chem. Ztg.*, 1928, p. 222.

¹⁰ L. W. Bosart, Fermentation Glycerine as compared with Ground Lye Glycerine. *Seifens. Ztg.*, Augsburg, 1927, 890.

¹¹ The New Direction in Glycerine Competition. *Seifens. Ztg.*, Augsburg, 1927, 663.

¹² The Economic Position of Ethylene Glycol. *Seifens. Ztg.*, Augsburg, 1927, 375.

¹³ Archibald Rayner Occurrence, Properties and Use of Trimethylene Glycol and the Fermentation of Glycerine Lyes. *Seifens. Ztg.*, Augsburg, 1926, 673.

Statistics of German Soap Industry

(Special Correspondence)

First in number of plants in the German chemical industry, third in amount of artificial power used, and fourth in number of employed, the German soap industry represents an approximate investment of some 300,000,000 marks. Its current production of some 550,000 metric tons is up to its pre-war level, according to a report from American Trade Commissioner William T. Daugherty, Berlin, Germany, September 6, 1928.

The industry is over-produced, plant capacity being too large against demand. The inevitable results is that a continual price-war creates price confusion. The result is that negotiations are envisaged now looking toward a cartel agreement among producers to stabilize prices and divide markets; the exact status of these negotiations, however, cannot be definitely established.

Production of the German soap industry in given years is estimated below. This production is compared with exports and imports:

Production, Exports and Imports*

Year	Estimated Production	Exports (Metric Tons)	Imports
1913.....	550,000	12,270	1,915
1925.....	475,000	10,954	2,075
1926.....	530,000	11,001	1,973
1927.....	550,000	13,462	1,920

*Foreign Trade figures represents the sum of soap classification under Tariff Nos. 254-256.

The value of 1913 exports (12,270 tons) is given at 9,910,000 marks, 1926, 14,780,000 marks, and 1927, 17,560,000 marks. 1913 imports (1,915 tons) are valued at 1,600,000 marks; 1926, 2,380,000 marks, and 1927, 2,900,000 marks. The value of gold in terms of goods has of course declined compared with pre-war. The inflation factor may be roughly accepted as 40 per cent.

The competitive capacity of the German soap industry is strengthened by the fact that its raw materials imported exclusively from abroad, are duty-free. These include of course the oils and fats, particularly palm-oil, tallow, blubber, olive-oil etc., estimated as constituting from 50 to 60 per cent. of the necessary raw material consumed by this industry. The other 40 to 50 per cent, made up of palm kernels and ground nuts are pressed and processed by domestic mills. The quantitative share in finished soap of oils and fats is from 38 to 80 per cent, and in value, 60 to 70 per cent. Against an average price for soap of 85 marks per 100 kilograms, the customs duty for ordinary solid soap is 7.50 marks.

Calls Certain Soap Dusts Explosible

The recent development and growing use of soap powders and flakes have led to a new industrial hazard, according to the United States Bureau of Mines. Tests made at the Bureau's experiment station at Pittsburgh have demonstrated that certain types of soap-dusts when suspended in air are more violently explosible than most dusts encountered in industry. The well-known "cooling" effect of sodium compounds on the flames of explosives and the "semi-inorganic" nature of the compound, soap, might lead one to expect soap-dust suspensions to be relatively non-explosible. Soap-dust suspensions in air are, however, easily ignited and produce violent explosions accompanied by much flame and large quantities of heat.

Features of Soap Materials Market

(Continued from Next Page)

Industrial Chemicals

The market has been reasonably steady for alkalis with demand about normal for this season of the year. The new contract season has not yet officially opened but there has been some preliminary business on caustic soda at prices which are understood to have been the same as those of last year. It is not anticipated that there will be any change in the quotable contract levels in any item of the group. There has been some talk of a decline in liquid chlorine prices, but this is not expected to have any effect upon caustic soda, its companion product.

Other industrial chemicals were reasonably steady throughout the month. Trading has been rather small and confined to small parcels, but prices have held steady with first hands in full control of the situation. No changes in the important items in the list are anticipated during the next few months, present levels being quite satisfactory to both the producers and the consumers.

Other Soap Materials

Changes have been few in this group of products. The course of rosin has been more or less irregular, but the net change for the month has been fractional only. Buying among the soap manufacturers has not been very active. Other trades have taken reasonably large quantities, however. Starches have been steady with little change in raw materials and hence little change in the finished products. Vegetable oils and glycerine have not moved very startlingly in either direction.

Hearing on Freights for Soap Materials

WASHINGTON, October 15.—Establishment of the same rates for the transportation of cottonseed oil or foots and other soap stock to St. Bernard and Ivorydale, Ohio, Jeffersonville, Ind., and Louisville, Ky., as to Chicago, when from its refineries at Houston and North Fort Worth, Texas, is sought by Swift & Company in a complaint filed with the Interstate Commerce Commission. Reparation of \$10,000 on past shipments also is claimed. St. Bernard and Ivorydale are within the switching limits of Cincinnati. The complaint has been assigned for hearing in connection with part 8 of the general rate structure investigation, which relates to rates on cottonseed and its products. Hearings are scheduled for October 22, at Dallas, Texas; November 12 at Chicago and November 19 at New York. Swift & Company have been requested to present their testimony at the Chicago hearing.

Features in Other Sections

Readers of the SOAP SECTION will find much of value to them in the TRADE NOTES, Patents and Trade Marks, Washington Correspondence and other sections of this magazine. The advertising pages also contain much useful information for the soap manufacturer.

Imports of Lanoline to United States Increase

Imports into the United States of refined or improved wool grease including adepslanæ, hydrous and anhydrous, increased from 1,300,000 pounds, value \$96,000, in 1926, to 1,900,000 pounds, value \$150,000, in 1927.

MARKET REVIEW ON TALLOW, ETC.

TALLOW

The tallow market continues to hold its firm tone. Since the last review an advance of three-eighths cents per pound has been recorded, the official price for city extra grade now standing at 9c per pound loose f. o. b. seller's plant. There is good reason to believe, however, that sales have been made under cover at one-eighth to one-quarter cents above this level. The same situation obtained recently when the market for contract purposes stood officially at 8¾c, although business had been done confidentially at 9c.

Offerings of both grease and tallow of all grades are extremely limited. Demand on the other hand manages to keep ahead of production. With this condition obtaining, indications point to a firm market for the immediate future. Imported tallow is still too much at a premium to be used in the domestic soap kettle.

Greases and lower grade tallow at present are experiencing a demand in excess of that for the better grade of tallow, which is contrary to the recent state of affairs. Trading on first grade house grease apparently cannot now be done at less than 8½c loose f. o. b. seller's plant, bids of 8½c having been declined. Yellow grease is selling at 8½c to 8¾c; brown grease at 8c to 8¾c.

Fancy tallow cannot be bought for less than 9¾c loose f. o. b. seller's plant.

Market conditions in the Middle West are equally strong. Prime packer's grade of tallow last went into consuming channels at the price of 9½c loose f. o. b. Chicago. Buyers are bidding 8c Cincinnati for the 40-40 grade, 8c Chicago being the asked price.

E. H. FREY.

GLYCERINE

Since our review of September 10, the glycerine market has remained firm on this side, but a weakness in Europe has occurred, which has been accentuated within the last two weeks. One of the refiners here advanced his price for chemically pure glycerine in drums, two weeks ago, to 15½c. per lb., and the other makers have now followed and are holding at the same figure. Foreign glycerine has been offered at lower figures, but consumers here are inclined to pay a fraction more for the domestic article. The near approach of the Winter season offers encouragement to the refiners for at least a maintenance of present prices, but the European situation may have a bad influence on our market. On the other hand, buying from this side should serve to strengthen the foreign situation, so we may see some reaction over there and as a result, a strengthening all around.

W. A. STOPFORD.

VEGETABLE OILS

Recently the coconut oil market has become somewhat steadier and since our last review there has been a slight advance in price. Sales of oil have been made at 8¾c per lb. New York and 7¾c per lb. Pacific Coast in tank cars for nearby and also for shipment during the first four months of next year. Receipts of copra in the Philippines

recently have been lighter and the copra market is steady although there seems to be enough oil in sight to supply the demand here.

Cottonseed oil is steady and with the publication of the government estimate the other day, showing close to 14,000,000 bales of cotton for this year, the general feeling seems to be that there will be sufficient cottonseed oil to take care of the consumption. Corn oil has been quiet with last sales at 8½c per lb. Midwest mills, and further quantities available at this figure.

Palm oils are strong and only very small quantities of either softs or hard are available for arrival here this month or early next month. The limited quantities of nearby Lagos and Niger are being held for premiums. Olive oil foots for early shipments are still quoted at 10¾c per lb. to 10½c per lb. in barrels New York but offerings recently have been a little heavier.

A. H. HORNER.

(Continued on Preceding Page)

SOAP MATERIALS

Tallow and Grease

Tallow, New York, Extra 9c. Edible, New York, 10¼c. Yellow grease, New York, 7¾c. White grease, New York, 8½c.

Rosin, New York, October 15, 1928:

Common to good ..	9.50	I	9.57½
D	9.50	K	9.60
E	9.52½	M	9.70
F	9.55	N	9.90
G	9.55	W.G.	10.00
H	9.55	W.W.	11.60

Starch, pearl, per 100 lbs.	\$3.97 @
Starch, powdered, per 100 lbs.	4.07 @
Stearic acid, single pressed, per lb.14 @ .14¼
Stearic acid, double pressed, per lb.14½ @ .14¾
Stearic acid, triple pressed, per lb.17 @ .17¼
Glycerine, C. P., per lb.15½ @ .17
Dynamite13 @ .13½
Soap, lye, crude 80 per cent, loose per lb.07½ @ .08
Saponification, per lb.08¾ @ .08½

Oils

Coconut, edible, per lb.09¾ @ .10¼
Coconut, Ceylon, Dom. per lb.09¾ @ .09¾
Palm, Lagos, per lb.09 @ .09¼
Palm, Niger, per lb.08¼ @ .08½
Palm kernel, per lb.09¼ @ .09¾
Cotton, crude, per lb., f. o. b., Mill08¼ @
Cotton, refined, per lb., New York10 @
Soya bean, per lb.13¼ @ .13½
Corn, crude, per lb.10½ @ Nom.
Castor, No. 1, per lb.13¼ @ .13½
Castor, No. 3, per lb.12¾ @ .13
Peanut, crude, per lb.12 @ Nom.
Peanut, refined, per lb.13½ @ Nom.
Olive, denatured, per gal.	1.35 @ 1.50
Olive foots, prime green, per lb.10½ @ .10¾

Chemicals

Soda ash, 58 per cent, per 100 lbs	1.37 @ 1.72
Soda, Caustic, 76 per cent, 10 lbs.	2.90 @ 3.00
Potash, Caustic 88@92 per cent, per lb., N. Y.07½ @ .07¾
Potash, Carbonate, 80@85 per cent, per lb., N. Y.05¾ @ .05¾
Salt, common, fine per ton	15.00 @24.00
Sulphuric acid, 60 degrees, per ton	11.00 @12.50
Sulphuric acid, 66 degrees, per ton	15.50 @16.50
Borax, crystals, per lb.03 @ .03¾
Borax, granular, per lb.02½ @ .03¼
Zinc oxide, American, lead free, per lb.06½ @ .06¾

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.03¼
.06¼